

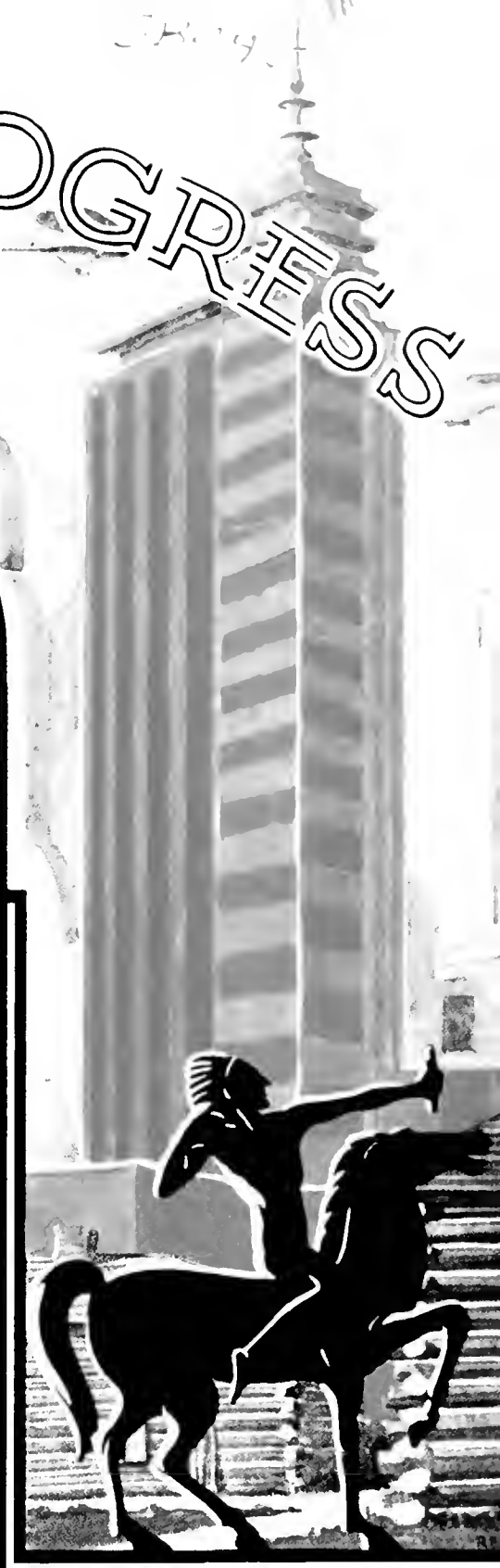
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

A CENTURY OF PROGRESS



NEW PETUNIA
"Setting Sun"
ONE-HALF NATURAL SIZE



AMERICAN BULB COMPANY

CHICAGO—NEW YORK

Importers and Growers

WHOLESALE PRICE LIST FOR FLORISTS
SEEDSMEN AND NURSEYMEN

American and European Novelties



SPRING EDITION 1933

**"SUPREME" FANCY LEAVED CALADIUMS FOR WINDOW
AND STORE DECORATION, ETC.**

A. B. C. "Supreme" Quality Fancy Leaved Caladiums
(True Brazilian Type)

Showing in Color a Few
from Our

A. B. C. Fancy Mixture
of More Than
Thirty Named Varieties

Provide exceptional pot plants or for making
up combination boxes, tubs, basket work, etc.



We have advanced the sale of Fancy Leaved Caladiums by the new strains we have been delivering to the trade. Our bulbs are grown for us in New Orleans comprising the new American and best European seedlings. We confidently feel there is no comparison to the old type Fancy Leaved Caladiums generally offered. We can furnish the highest recommendation from florists for our A. B. C. Named Varieties in choicest mixture. Price per 100.....\$14.00 Price per 1,000.....\$120.00 Price for 5,000.....\$105.00 per 1,000.

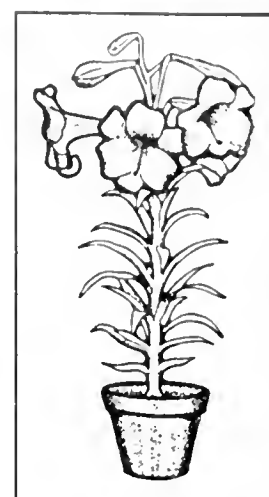


A. B. C.
LILY HEADQUARTERS

WHOLESALE PRICE LIST FOR FLORISTS, SEEDSMEN AND NURSEYMEN

ABC SPECIALTIES

"SUPREME" QUALITY FLORISTS' FLOWER SEEDS
BEGONIAS CALLAS CANNAS
GLADIOLUS (Annual Output Over 8 Million Bulbs)
DUTCH BULBS
JAPANESE AND AMERICAN LILIES
FREESIAS TUBEROSES
IMPORTANT FLORISTS' REQUISITES, ETC.
TEXAS GROWN EARLY FLOWERING NARCISSUS
BAMBOO CANE STAKES
FERTILIZERS INSECTICIDES



A. B. C.
LILY HEADQUARTERS

1933 "PROGRESSION YEAR"

We are now in that period of the business cycle between depression and recovery; the crisis has been passed, the panic quieted and the conviction of ultimate recovery definitely established. Therefore, we believe it is in order to "take heart" and provide horticultural products within reason for the coming season. We cannot, however, help but stress the importance of growers looking sharply to "QUALITY RATHER THAN QUANTITY," and we will do our share to help you reach that end by supplying merchandise of the highest grade and at prices co-ordinate with the economic situation.

1933 "A CENTURY OF PROGRESS" 1933

We have dedicated this catalogue to the Century of Progress and we join with all Chicago in extending to you and yours a cordial invitation to attend "THE INTERNATIONAL EXPOSITION" which is scheduled to open here June 1st and extending to November 1st, 1933.

With a sincere appreciation for all past favors, we are,

Yours faithfully,

AMERICAN BULB COMPANY,

Per A. Miller, President.

TERMS OF BUSINESS

ROUTING Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

DISCLAIMER The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest **quality** possible, as it is our constant aim to give our customers fullest satisfaction.

DISCOUNTS On bills for Flower Seeds, Bulbs and Plants a discount of 2 per cent for payment 10 days from date of bill may be deducted; 5 per cent cash discount is allowed on all orders of Flower Seeds; 3 per cent on Bulbs when remittance accompanies the order, except

EARLY ORDERS WILL, WE BELIEVE, PROVE MUTUALLY ADVANTAGEOUS

items specially quoted or priced. All other goods are strictly net, as are also bills for goods supplied under special quotations unless otherwise agreed upon.

PARCEL POST We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

PRICES This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

AMERICAN BULB COMPANY

A. MILLER
President

BEN MILLER
Vice-President



J. J. KARINS
Vice-President

A. L. KOEHLER
Secretary-Treasurer

Importers and Growers

Chicago Cable Address: "BULBS" A. B. C. and Bentley Codes

CHICAGO
1335 West Randolph Street
Corner Ada
Telephones:
Haymarket 6774-6775

SPECIAL NOTE
Please mail orders from this list to
AMERICAN BULB CO.
31 West 27th Street, NEW YORK
Telephones: Bogardus 4-7257-7258

NEW YORK
31 West 27th Street
Telephones:
Bogardus 4-7257-7258

OUR GLADIOLUS LIST IS COMPLETE, WITH THE BETTER CUT FLOWER VARIETIES



"Supreme" Quality

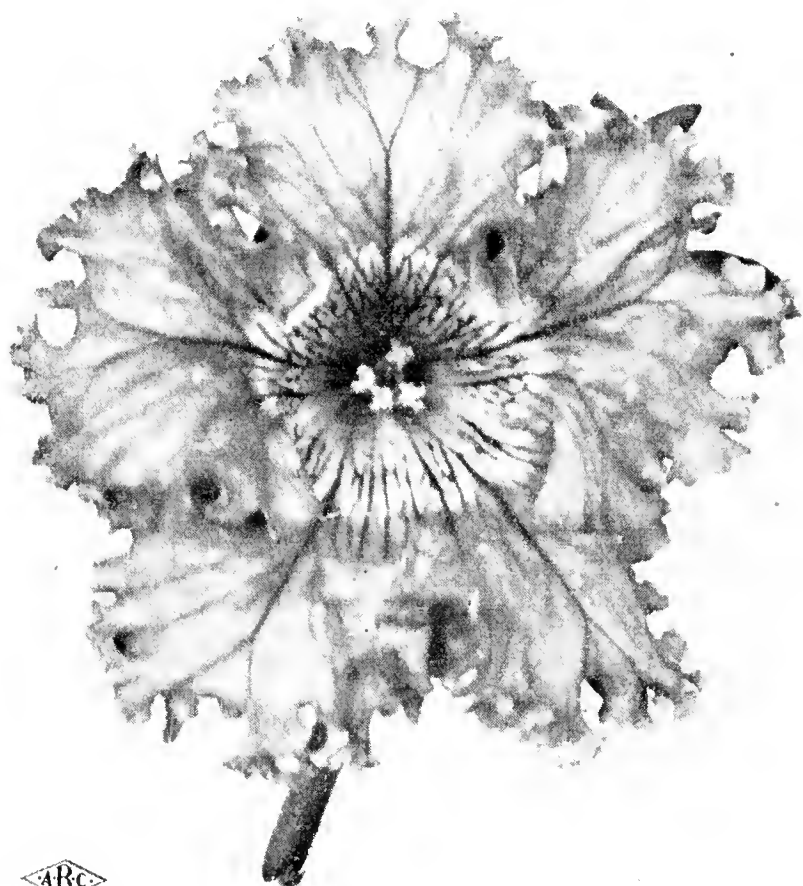


Flower Seeds



A. B. C. Headquarters for Petunia Seed "Special Florists' Varieties"

(See alphabetically arranged flower seed pages in this book for our complete listing.)



PETUNIA—"THEODOSIA"—Rose, Gold Center

THEODOSIA

The "Queen" of Petunias

Introduced to the trade by the American Bulb Company

NOTE: We supply originator's true strain of "Theodosia," Rose, Gold Center. There is no substitute for this exceptional variety.

Tr. Pkt...\$1.00 3 Tr. Pkts...\$2.50 1-32 Oz...\$3.50 1-16 Oz...\$6.00

Unsolicited Testimonials from Some of Our Customers

American Bulb Co., Galion, Ohio.
Gentlemen:

Our petunias this season, "Ruffled" and "Theodosia," from your seed, were a sight to see—consequence, could have easily sold as many more.

Yours,

(Signed) C. H. HELFRICH.

American Bulb Co.,
Chicago, Ill.,

Dear Sirs:

Your petunias are certainly a knockout, especially "Theodosia." We had over three thousand petunias all from A. B. C. seed, and at this date, May 24th, we have not a single one left for Memorial Day. The retail price these petunias are bringing is 35c from 4-inch pots, which beats geraniums to a standstill. Petunia seed from A. B. C. for me always.

Yours truly,

(Signed) JOHN HAUPRICHT,
Station C, R. 3, Box 268, Toledo, Ohio.

Scipio, Ind.

The "Theodosia" Petunia is par excellence, the best in size, the finest in color, the prettiest in form, grows in pot or bed, not too large in growth nor small in size. Just right. Will please the most fastidious.

(Signed) W. L. WILSON.

SEE ALPHABETICALLY ARRANGED PAGES FOR GENERAL LIST OF PETUNIAS.

A. B. C.

"Supreme" Quality

Florists' Flower Seeds!

Specializing Exclusively in This Line to the Florist Grower from Coast to Coast

We devote our energies to the exclusive supplying of

FLOWER SEEDS

TO THE DISCRIMINATING FLORIST TRADE, and are justly proud of the esteem and favor our stocks of same have attained. While selected and carefully rogued strains must necessarily obtain a somewhat higher price than that for which the "common run" or "garden variety" can be sold; nevertheless, our quotations will, we believe, be found to be consistent with the grade of seeds the grower must have to provide "real profit," especially so under existing economic conditions. Close contact with both European and American seed grower specialists and sharp observation of American cut-flower markets enable us to offer only "up-to-the-minute" kinds for "The Particular Grower."

We mention below a few important flower seed items which we believe are particularly worthy of commendation; i. e., Ageratum "Blue Cap"; Asters "Covent Garden White," "California Sunshine" and "Wilt Resistant" strains; Annual Canterbury Bells; Calendula "Sensation"; Fischer's Giant Cyclamen; Delphinium "King Hybrids"; Nasturtium "Golden Gleam"; A. B. C. "DeLuxe" and Engelmann's New Scotch Strain Pansies; Petunias "A. B. C. Double Seed Producing Mixed" (Shepherd's Strain), "Gottfried Michaels," "Setting Sun," "Theodosia" and "Cockatoo"; Primula Malacoides "Erikssonii" and Tagetes (Marigold) "Guinea Gold."

Soliciting your valued commands, we remain,

Yours very truly,

AMERICAN BULB COMPANY,

Per A. Miller, President.

SPECIAL NOTE: 5% discount on all orders for flower seed when accompanied by cash.



AGERATUM—BLUE CAP

AGERATUM—Blue Cap

(See illustration)

Undoubtedly the best dwarf Ageratum yet offered. The flowers are much larger than those of Little Blue Star and of a deeper and richer color. The foliage is small and the plants have the appearance of miniature domes, so that it is quite the beau ideal for edgings to flower borders. Trade Pkt.....35c

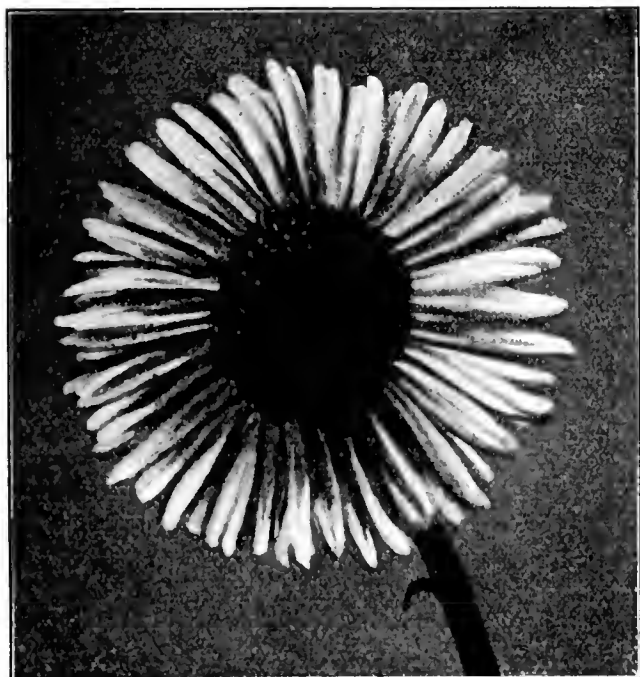
***ASTER SUBCOERULEUS—Wartburg Star**

(See illustration)

A new giant-flowering race of these popular single-flowered Spring Asters. The bright lavender blue (12 ga) marguerites with yellow centers measuring more than 4 inches across, are borne on stalks 28 inches long and appear in flower even earlier than those of the well-known varieties Artemis, Apollo, floribundus, etc., at the same time as the Aster alpinus superbus. Used alone or with white marguerites and Gaillardias in flower

at the same time, this giant light blue Aster is extraordinarily effective for vases and table decorations, etc., and is especially acceptable during the end of May and June, when other long stalked cutting flowers are scarce.

Tr. Pkt.35c



ASTER—WARTBURG STAR

**SURPRISE ASTER—
Golden Salmon**

(See illustration)

Pure salmon yellow, becoming a brilliant salmon rose when full grown. Flowers measure 3 inches across and will remain fresh for two weeks after cutting. Blooms resemble Paeony flowering types, begin to bloom in July and continue until late Fall.

Tr. Pkt.....50c

Three Pkts. for.....\$1.25

1933 Novelties and Worthy Late Introductions for the Florist

AMARANTHUS

Stately annuals with showy, brilliant colored foliage.

Molten Fire. Finest and showiest of all Amaranthus with bronze foliage crowned with a head of glowing fiery scarlet. Introduced by the late Luther Burbank. Truly a most outstanding ornamental plant.

Trade Pkt.....50c 1/4 Oz.....\$1.00

**NEW ANTIRRHINUM (Snapdragon) MAJUS—
(Tall Flowering) Autumn Glow**

Autumn Glow is a lovely new Snapdragon and highly recommended for outdoor culture. Autumn Glow can be best described as a beautiful old rose, strongly shaded terra cotta, with a golden lip. The general color giving the effect of soft autumn tones.

Trade Pkt.....50c 1/4 Oz.....\$2.00

ANTIRRHINUM—Tom Thumb "Pinkie"

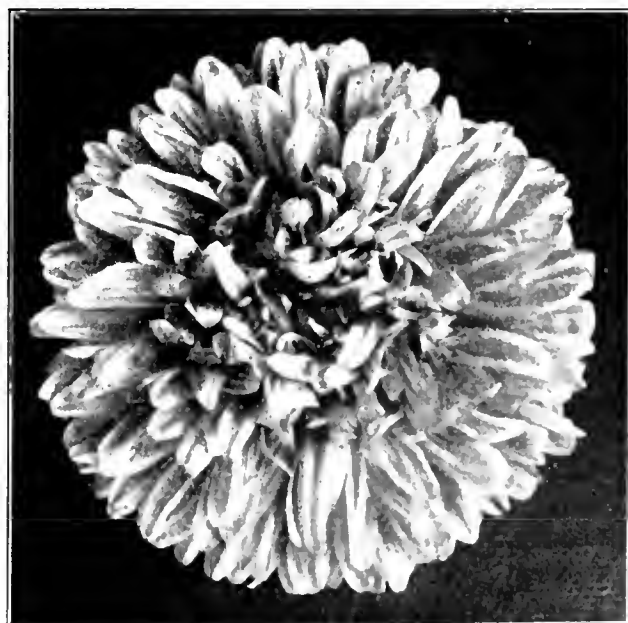
In this delightful little plant the charming bright rosy pink flowers are larger than in most Tom Thumb varieties and the plant being of very even habit renders it excellent for bedding and edgings. In height it does not exceed 6 to 7 inches and is extremely free-blooming. In our experience it comes exceptionally true from seed.

Trade Pkt.35c

SNAPDRAGONS

For Forcing

Our list contains every worth while kind
for the florist.



ASTER—GOLDEN SALMON

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

TAGETE'S "GUINEA GOLD" EXCEPTIONAL FOR CUT FLOWERS



SEE
ALPHABETICALLY
ARRANGED
PAGES
IN THIS BOOK
FOR OUR
COMPLETE
LISTING
OF
ANTIRRHINUM
(SNAPDRAGON)



ANTIRRHINUM (SNAPDRAGON) MAXIMUM

1933 NOVELTIES AND WORTHY LATE INTRODUCTIONS FOR THE FLORIST

ANTIRRHINUM MAXIMUM (Super Giant Sorts)

This type produces the tallest of all Snapdragons, with very large flowers and a distinct range of colors. Very fine.

	Tr. Pkt.	1/4 Oz.	Per Oz.
Apple Blossom. Pink and white.....	\$0.30	\$0.65	\$2.00
Bunch of Lilac. Lilac and mauve.....	.30	.65	2.00
Canary Bird. Yellow.....	.30	.65	2.00
Cerberus. Purple and white.....	.30	.65	2.00
Copper King. Beautiful copper color.....	.30	.65	2.00
Defiance. Brilliant scarlet.....	.30	.65	2.00
Gotelind. Pale orange and lemon.....	.30	.65	2.00
Golden Queen. Bright yellow.....	.30	.65	2.00
Maralda. Copper carmine with yellow eye.....	.30	.65	2.00
Old Gold30	.65	2.00
Purple King30	.65	2.00
Ruby30	.65	2.00
Snowflake. Pure white... ..	.30	.65	2.00
The Rose30	.65	2.00
Wallflower (Copper carmine).....	.30	.65	2.00
Delicate shades mixed... ..	.30	.65	2.00
All colors mixed.....	.30	.65	2.00

NEW AQUILEGIAS OF THE HIGHEST MERIT

Pearson's English Strains (True Long Spurred)

Pink Shades. Contains only shades of rich coral pink; very true. Tr. Pkt.....50c Oz.....\$3.50

Blue Shades. Exceptional. Tr. Pkt.....50c Oz.....\$3.50

Lowdham Mixture. Tr. Pkt....50c Oz....\$2.00

Dobbies Imperial Hybrids. Tr. Pkt.....50c Oz.....\$4.00

AGERATUM "LITTLE SILVER STAR"

This charming counterpart of the popular variety Little Blue Star denotes a valuable addition to the Ageratum assortments. Little Silver Star is distinguished for its compact, close habit and is, therefore, specially recommended for edgings. The even, round, cushion-shaped plants, which are only from 4 to 5 inches high, measure from 8 to 10 inches across. When flowering, they are so thickly covered with silver grey star-like flowers that the small light green leaves are practically hidden.

Tr. Pkt.25c

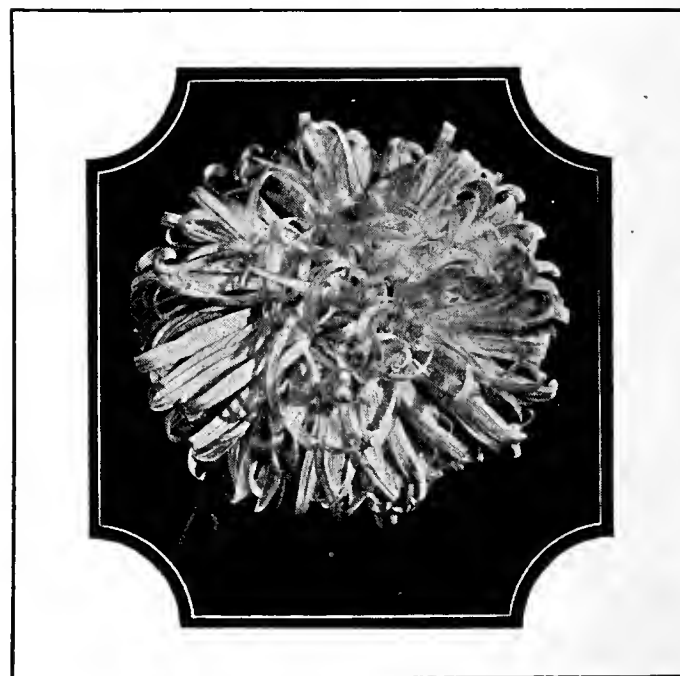
NEW ASTER "COVENT GARDEN WHITE"

This strain is of a robustness and vigor hitherto unknown in Asters. It is of tall growth, producing thick stems of about 20 inches in length. The plants are about 3 feet high and the flower stems commence to branch about 8 inches from the ground and at an early stage of growth.

The flowers are of enormous size, larger than "Giants of California" and very double.

"Covent Garden White" is an ideal florist's variety. It is about a fortnight earlier than "Giants of California."

Tr. Pkt...35c 3 Pkts. for...\$1.00



ASTER "COVENT GARDEN WHITE"
(One-half natural size)

TAGETES "GUINEA GOLD"—A WORTH-WHILE CUT-FLOWER



1933 Novelties and Worthy Late Introductions for the Florist

ASTER GIANT CALIFORNIA "SUNSHINE"

Aster Giant California Sunshine, originated by Howard & Smith, of Los Angeles, last season, undoubtedly is the finest cut flower Aster novelty introduced for many years. It is a cross between California Giants and the dwarf Sunshine Aster. Plants of this new race grow three feet high and bear blossoms on long stems, making them fine for cutting. Individual blooms are enormous, four and five inches across. In color the lovely dual-tone effect is wonderful, with the disk a lovely light yellow and the encircling guard petals varying shades of pink, apple blossom, deep rose, blue and lavender, producing most beautiful color contrasts.

One will be at once impressed and delighted with the striking beauty of this new Aster. The flowers exhibit all the grace and beauty of the single Aster, greatly enhanced by a cushion center of tiny quills of a contrasting color. The delicate beauty and high value of this Aster is hard to describe. Pure white, pink, lavender, blue, purple or mixed.

Tr. Pkt.....50c 1/4 Oz.....\$1.00 Oz.....\$3.50

ASTER "HERCULES"

A New Color in Double Flowered Cut Flower Asters

Bright Blue. A color seldom seen. By far the finest blue yet produced in Asters. Of this splendid midseason type everybody will be surprised at the lovely color of which no flower establishment can do without. Tr. Pkt.....35c



NEW BEGONIA—"ENCHANTRESS"



NEW CUT FLOWER ASTER, GIANT CALIFORNIA—"SUNSHINE"

CALLIOPSIS Coreopsis "MAYFIELD GIANT"

This very fine perennial Calliopsis, of Australian origin, is a considerable advance on any strain yet introduced of this highly ornamental and very useful flower. It produces a taller and more vigorous plant than the type, with longer and firmer stems and larger individual blooms, of which the ray petals are broader and form a more perfect corolla. The color is the same familiar yellow, if anything a shade more intense. Both for the border and for cutting we can strongly recommend this excellent new strain. Tr. Pkt.35c

BEGONIA "ENCHANTRESS"

A new Begonia of great value to the florist. Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering. Tr. Pkt.75c
(See illustration.)

CALIFORNIA "SUNSHINE" ASTER, A STRIKING CUT FLOWER



1933 NOVELTIES AND WORTHY LATE INTRODUCTIONS FOR THE FLORIST

NEW "ANNUAL" CANTERBURY BELLS

Seed Planted in February Blooms in July

Many years of careful selection have at last given us an Annual Canterbury Bell which blooms from seed in less than six months. It should now be possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from two to two and a half feet tall, each plant having from six to eight spikes of blooms. We offer this in mixture, containing the following colors: dark blue, light blue, pink, rose and white. We believe this to be a very fine novelty and that it will fill a long-felt want. Tr. Pkt.....50c Oz.....\$5.00

CHRYSANTHEMUM TRICOLOR "WHITE QUEEN"

A pure white form of the carinatum (Tricolor) type, this variety carries, instead of the crimson zone of carinatum type, an almost invisible band of pale lemon.

A novelty that should prove popular as a cut flower, for many market growers have placed orders for seed with us after seeing our beds. Tr. Pkt.....35c

VENIDIUM

Fastuosum. This striking new species from the Cape has "taken" with the cut-flower trade as no introduction has done in a good many years. The deep orange, daisy-like flowers, four to five inches across, are marked at the center with a reddish brown zone. The plants reach a height of two to three feet, and bloom over a long period of time. Tr. Pkt.....35c

STATICE SINUATA ATROCOERULEA

"KAMPF'S TALL IMPROVED"

The annual varieties of Statice have been greatly improved during latter years, and, therefore, have become much more popular; and quite rightly, too, since there are few of the everlastings to equal them. Especially the blue variety, formerly somewhat pale and dirty-looking, has now attained a deep shining shade combined with size and substance of inflorescence. It only remained to establish a dwarf variety more suitable for bedding purposes and a tall variety producing the most valuable long-stemmed cutting flowers. Both are now here. "Kampf's tall improved" is unsurpassed for cutting and indoor winter decorations. It produces most brilliant, deep blue, dense blooms on stalks three feet long. Tr. Pkt.....35c



NEW "ANNUAL" CANTERBURY BELL



VENIDIUM FASTUOSUM



CHRYSANTHEMUM TRICOLOR "WHITE QUEEN"

NEW SCARLET GERANIUM "LOUISE"—A WORTHY ADDITION TO THE GERANIUM FAMILY



1933 NOVELTIES AND WORTHY LATE INTRODUCTIONS FOR THE FLORIST



CALCEOLARIA HYBRIDA—"MULTIFLORA NANA"

OSTRICH-PLUME CELOSIA, HEATHERDELL (Annual)

Great trusses of elegantly feathered and handsomely interlaced plumes, so strikingly beautiful that they compel immediate and lasting admiration whether you grow them outdoors or in pots. This exceptional new variety made quite a "hit" in the New York cut flower market the past season, especially as a pot plant. Much appreciated as a cut flower, too. Red and pink or yellow shades. Also "Henna" colors.

Tr. Pkt.50c



OSTRICH PLUME CELOSIA—"HEATHERDELL"

CALCEOLARIA HYBRIDA—"Multiflora Nana"

(See illustration).

Modern fashion often prefers small and richly flowering plants to those with larger blooms—Cineraria nana multiflora swept all before it and there is no reason why Calceolaria multiflora should not do likewise. The average size of the blooms is only 1½ inches, but the amount of flowers produced is unsurpassed. The color scheme is extraordinarily gay and full of contrast. The yellow shades—lemon, gold, orange—are adorned with fine brown spots; the brown, orange copper, copper brown, copper scarlet, crimson, scarlet are very striking. An assorted group of these shades is most effective, while a single specimen, 10 to 12 inches high, makes an ideal market plant.

Tr. Pkt.\$1.00

"Multiflora Nana" Maxima.

Dwarf Large Flowering Mixed.

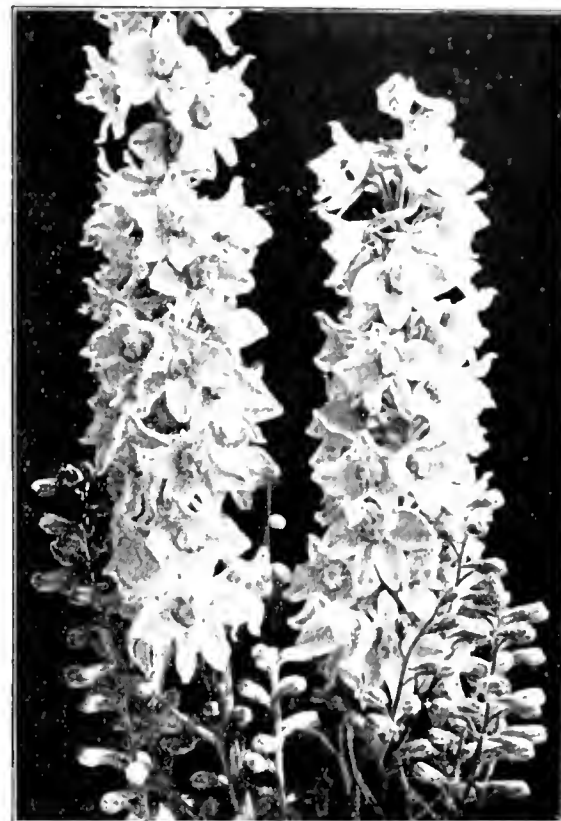
Tr. Pkt.\$1.00

DELPHINIUM ELATUM—"Iceberg" (Perennial)

(See illustration).

This is the first white perennial Delphinium which comes true from seed. It belongs to the elatum class and grows 48 inches high. The 20-inch long spikes are thickly covered with large pure white blooms. These plants are especially noted for their strong, healthy growth; they flower from June to August. In the second year when the plants are fully grown the big white spikes are particularly beautiful and form an effective contrast to dark and pale blue varieties. The Iceberg seedlings will be the starting point for creating splendid new varieties, since although great progress has been made with all blue shades of Delphinium, there is no useful white variety beyond Moerheimii.

Tr. Pkt.50c



DELPHINIUM—"ICEBERG"

BEGONIA SEMPERFLORENS—"Winter-Romance"

(See illustration).

Of the Begonias Semperflorens hitherto known, only those flowering in the Summer could be grown from seed, whereas all the Winter flowering kinds had to be reproduced by cuttings. New Begonia "Winter-Romance" is the first of the kind which can be sown out and in spite of this it flowers the whole Winter. It is cultivated very simply by sowing it in July and for Christmas day there are to be had for sale splendid, richly flowering plants. When sown in November they will bring for Mothers' Day splendid blossoming plants. The foliage of it is a juicy light green, the color of the flowers is a radiating carmine-pink. Tr. Pkt.\$1.00

GAILLARDIA GRANDIFLORA

—"Burgundy" (Perennial)

(See illustration).

The shining wine-red blooms (about 2½ inches in diameter) are produced liberally on long stems by the bushy plants 2½ feet high. They flower from June until the autumn and if sown in March blooms will appear the same year; an autumn sowing produces abundantly flowering plants next summer. 60 to 70 per cent pure red flowering plants can be counted on. Burgundy Gaillardia is most effective both in the perennial borders and when cut. "Burgundy" is a most agreeable addition to the Gaillardia family. Tr. Pkt.50c



GAILLARDIA GRANDIFLORA—"BURGUNDY"

A. B. C. "DE LUXE"
The Last Word in
Pansy Mixtures

SWEET-SCENTED DOUBLE NASTURTIUM, "GOLDENGLEAM," A DESIRABLE CUT FLOWER.



"Supreme" Quality



Flower Seeds



1933 Novelties and Worthy Late Introductions for the Florist

"THE DELPHINIUM ARISTOCRAT"

New Delphinium A. B. C. "King"-Hybrid, the production of Harvey Hunt, prominently known Delphinium specialist of Richmond, Indiana, and which has created a sensation with florists and flower lovers far and near. With great care seed has been selected from nothing but the rarest and best outstanding types and colors. Each packet contains an assortment of gorgeous tints and shades. Price, **\$1.00** per trade packet of 300 seeds (twice as many as usually supplied).

DELPHINIUM (Perennial Larkspur)

Belladonna Improved (Cliveden Beauty) light blue, larger flowered and a stronger grower than the original Belladonna.

Tr. Pkt. **\$1.00** Oz. **\$5.00**

Shaw California Strain of Hybrid Delphinium. Very desirable.

Tr. Pkt. **\$1.00**

Diener's ... NEW Giant White DOUBLE SHASTA DAISY

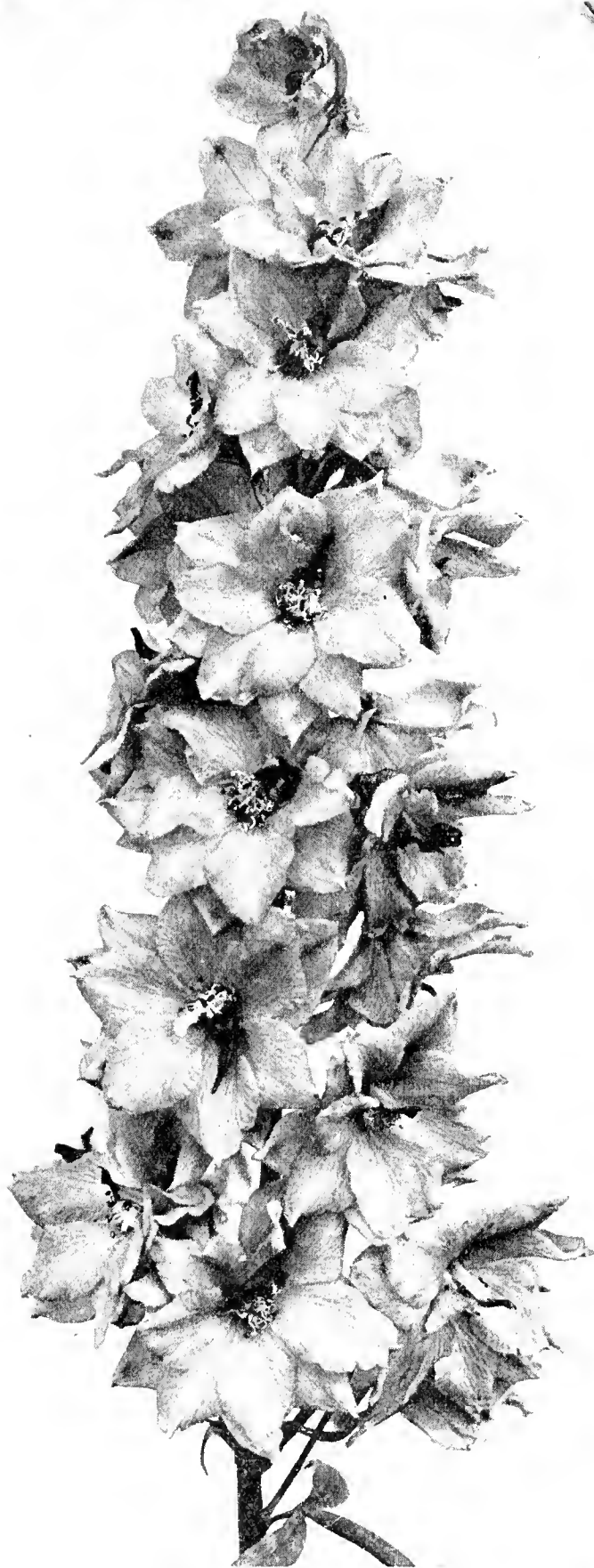
(See illustration below)

(Diener's Description)

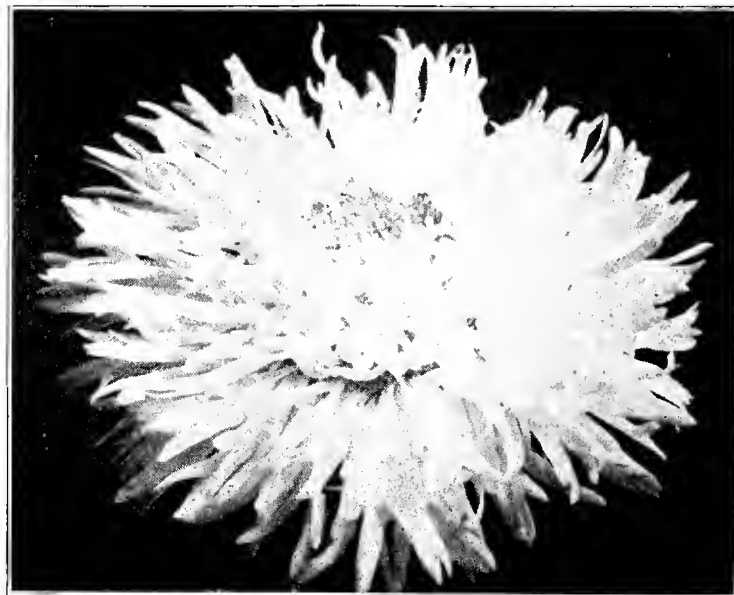
"The flowers average five inches in diameter on long, wiry, straight stems. They are perennial and hardy and are very free flowering over a period of several months. It is amazing how closely these daisies resemble giant Asters, and in localities where Asters cannot be raised due to diseases, they will replace Asters. Seeds just harvested. Seedlings will flower five months after sowing."

Package. . 25c 6 Packets. . **\$1.00** 1/8 Oz. . **\$6.00**
1/4 Oz. **\$12.00** Oz. **\$40.00**

A. B. C.
"KING"
DELPHINIUM
HAS FOUND
THE GREATEST
FAVOR IN THE
CHICAGO
AND
SAINT LOUIS
WHOLESALE
CUT-FLOWER
MARKETS



HYBRID DELPHINIUM



What a Prominent Chicago Wholesaler Thinks of "King" Delphinium

American Bulb Co., Chicago, Ill.

November 24, 1932.

Dear Sirs: In response to your inquiry, we can highly recommend "King" Delphinium Hybrids from a cut-flower standpoint, having handled this number extensively. The colors and shades of same are most outstanding and they practically sell themselves.

(Signed) AMLING CO.

Per James Sykora, Manager.

N. B.—The Amling Co. are one of Chicago's oldest and largest wholesalers of cut-flowers.—A. B. C.

A. B. C. "DE LUXE" PANSY MIXTURE — PAR-EXCELLENCE FOR CUT-FLOWERS OR BEDDING



1933 NOVELTIES AND WORTHY LATE INTRODUCTIONS FOR THE FLORIST



NEW HOLLYHOCK DOUBLE "IMPERATOR"

GYPSOPHILA—"Pacifica" (Perennial)

Rose colored; begins to flower when the paniculate varieties have passed. Excellent for cutting.

Tr. Pkt. 50c Oz. \$3.00

HOLLYHOCK—Double "Imperator"

(See illustration)

The coloring includes various tints of great beauty, such as cerise salmon with center of cream reflecting rose; delicate pink with center of rose flushed yellow; light yellow flushed rose with canary yellow center; but there are many other charming combinations of different tints. The plant branches from the base, forming a majestic clump, and the lateral stems can be utilized in vases for decorative purposes. This splendid new Hollyhock can be relied on to come quite 80 per cent true from seed.

Tr. Pkt. 50c Oz. \$1.75

NEW SWEET SCENTED DOUBLE NASTURTIUM BODGER'S "GOLDEN GLEAM"

(Illustrated and Described Below)



DOUBLE SWEET-SCENTED NASTURTIUM—
"GOLDEN GLEAM"

(A very worth-while novelty) Bodger's New Double-Flowered Sweet-Scented Nasturtium "Golden Gleam". The plant forms a vigorous, large bush which throws out short runners, averaging 18 inches. The large, golden-yellow flowers average two and one-half to three inches across. They are borne on erect, stiff stems six inches in length.

When well-grown these flowers have the appearance of a fully double flower, and are most attractive. An ordinary sized bouquet, when allowed to remain in a room for a short period of time will fill the room with fragrance.

Equally desirable for greenhouse or open ground culture.

Tr. Pkt. 25c
1/2 Oz. 40c
Oz. 75c
1/4 Lb. \$2.00

TAGETES "GUINEA GOLD"

Is Especially Recommended for Cutting.

This new variety made a real "hit" in the Chicago cut-flower market the past season.

ODONTOSPERMUM SERICEUM

(Familiarly known as "Flowerbush")

From the Canary Islands comes a novelty, known as little in Europe as in the United States so far, named botanically *Odontospermum Sericeum* and, familiarly, flowerbush. It is low-growing, copiously covered with blooms. The flowers are golden, two to three inches across, while the foliage is silky and silver green. Cultivation of the plant is from seeds in the greenhouse, where they are started in flats and later transplanted to little pots, with leaf mold. The flowers appear in eight months from sowing the seeds, appearing on the ends of the branches and having short stems. Before the first blooms fade, smaller shoots back from the ends of the branches begin to flower, resulting in the floriferousness that is characteristic of the plant. The plants can be wintered in the same fashion as Hydrangeas.

Tr. Pkt. \$1.00

PANSY

A. B. C. "De Luxe" Mixture. We obtain a limited quantity of seed of this mixture each year from an American private estate gardener and if you are looking for "the unusual in pansies" and your trade will pay the price for product, here it is. We have searched the world over to find a better mixture. However, thus far we have been unable to improve on "A. B. C. De Luxe."

Tr. Pkt. ... \$1.00 3 Tr. Pkts. ... \$2.50 Oz. ... \$15.00

PETUNIA FIMBRIATA—"Setting Sun"

(See illustration on Front Cover.)

Dwarf, Brilliant Rose. This is the result of a cross between *Petunia grandiflora fimbriata* brilliant rose and a dwarf variety. It comes true from seed, and forms compact bushes 12 inches high, covered with beautifully fringed blossoms of a brilliant rose pink measuring 3 inches across. Like all Erfurt dwarf Petunias this one is admirably suited for borders and pots and is a striking counterpart to *Petunia White Cloud*. Tr. Pkt. \$1.00
3 Tr. Pkts. \$2.50 6 Tr. Pkts. \$4.00

FOR COMPLETE LIST OF A. B. C.
DE LUXE PETUNIAS, SEE ALPHABETICALLY ARRANGED PAGES.



PETUNIA FIMBRIATA NANA—"SETTING SUN"

PETUNIA "THEODOSIA," EXCEPTIONAL FOR MOTHERS' DAY SALES.



BEGONIA—GRACILIS LUMINOSA COMPACTA

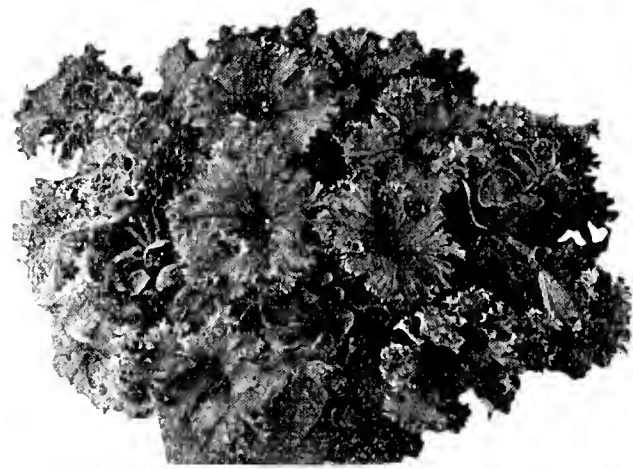
BEGONIA

Gracilis Luminosa Compacta is the first dwarf variety of the gracilis type. The plants grow only 5 inches high and produce a large number of thin stems. They are remarkable for their extremely regular growth and for a marvellous richness of blooms, such as is not attained by any other variety. From the middle of July onwards the small dark brown foliage is hidden by the mass of medium sized bright scarlet blossoms. This new variety, coming true from seed, is very useful for beds, borders, edgings and also as pot plants. Tr. Pkt. 50c



MECONOPSIS BETONICIFOLIA "BAILEYI"

1933 Novelties and Worthy Late Introductions



NEW PETUNIA—"GOTTFRIED MICHAELIS"

PETUNIA FIMBRIATA NANA ERFURT DWARF "GOTTFRIED MICHAELIS" (Growers' Description)

Last year I introduced the variety "Setting Sun," and now a second well-fixed color comes to join the fringed dwarf Petunias. The compact bushes, 12 inches high, are covered with daintily fringed, bright amaranth red flowers with dark throat, measuring about 3 inches in diameter. They are excellently suited for borders as well as for pots and window boxes. This valuable new Petunia variety is named after Mr. Gottfried Michaelis, well-known manager of my flower-seed department, who has just completed 50 years of service. Tr. Pkt. 75c 3 Pkts. for. \$2.00

PETUNIA GRANDIFLORA SUPERBISSIMA "CAMILLA"

A new Giant Pink Petunia of remarkable substance and purity of color. The flowers have the texture and appearance of velvet in pale rose Du-barry shade with fascinating veining of ruby tone. The flowers are a remarkable size carried on strong stems, and the whole plant is of unusual vigor, which renders it equally valuable for indoor cultivation or bedding purposes in the open ground. Tr. Pkt. 50c

MECONOPSIS BETONICIFOLIA "BAILEYI"

One of the finest introductions of recent years. This beautiful blue perennial Poppy, brought over from Tibet by Captain Kingdon Ward, throws up from its root-stock half a dozen leafy stems 3 to 5 feet high, well furnished with broad sea-green leaves and bearing freely at their heads large four-petalled blooms of a glorious sky-blue color, the effect of which is enhanced by a central zone of golden-yellow anthers. This superb plant has been accorded by the Royal Horticultural Society a First Class Certificate and an Award of Merit. It is hardy and should soon become one of the most popular plants in cultivation. Tr. Pkt. 50c

SAINTPAULIA IONATHA CORDATA

This new variety of the lovely "Usambara Violet" Saintpaulia Ionantha, is distinguished by its very dark, cordated leaves, strong growth and large flowers of a deep lavender color. Not only are these Saintpaulias very free flowering indoor plants, but they commence blooming while the plants are quite young—when sown in January up to July—and continue their display almost uninterruptedly; the contrast between the wealth of graceful flowers and the dark green shining foliage gives the plants an indescribable charm.

Tr. Pkt. 50c

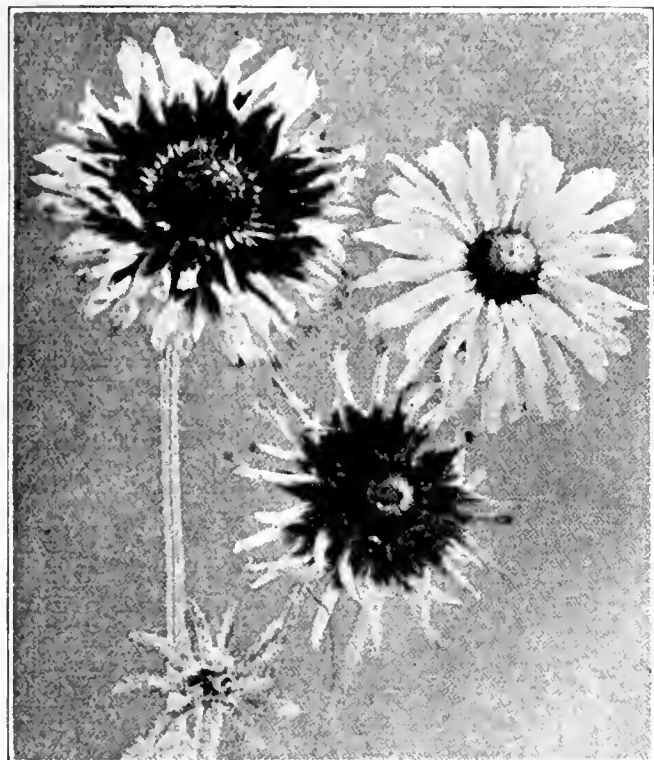


SAINTPAULIA IONANTHA CORDATA

PETUNIAS "SETTING SUN" AND "THEODOSIA"—TWO VERY WORTH-WHILE VARIETIES



1933 Novelties and Worthy Late Introductions for the Florist



NEW CUT-FLOWER RUDBECKIA—"GOLDEN SUNSET"

RUDBECKIA (See Illustration)

"Golden Sunset." Attractive, hardy annual of great merit. The compact plants are covered with golden-yellow flowers having chestnut markings. Height 18 inches. This is the finest annual we know to produce a wealth of brilliant flowers throughout the autumn months. Provides an excellent cut-flower. You should, we believe, have a fair sized planting of this. Tr. Pkt.....50c

New Cut Flower Zinnia—"Scabious Flowered"

(Illustrated Opposite)

This new Zinnia is entirely different to all the other Zinnia classes. The plant reaches a height of about 40 inches and is of abundant flowering. Its value is largely in the form of the flowers, as the outer ring consists of long petals, whereas the center shows many small flowers, which at first sight have a great likeness to the Scabiosa family. Highly valuable as a cut-flower.

Following is trend of numerous testimonials we have received for this desirable new strain:

SAN LEANDRO, CALIFORNIA

July 6, 1932.

A. B. C.:

"Your new 'Scabious Flowered' Zinnias are most beautiful, and wonderful keepers. One of our large San Francisco retailers has asked us to grow a large number for them next year.

"(Signed) Picetti-Quillici Co. Nursery."

Tr. Pkt.50c

NEW DOUBLE SWEET-SCENTED NASTURTIUM "GOLDEN GLEAM"

Excerpt from Southern Florist, issue of November 25, 1932:

"NASTURTIUMS AS GREENHOUSE FLOWERS"

"A goodly number of florists are sowing Nasturtium Golden Gleam in their houses at present for cut-flowers. If they have as fine flowers indoors as most of us who tried it had in the open the past season, we predict they will grow in again. True, Nasturtiums will be a novelty as a winter cut-flower but this one is so rich and pure in color, and this added to its double blooms and the fact that everyone loves the Nasturtium should make it a good seller. The seed are cheap now, and no one can go very far astray by sowing at least a package. Grow the plants at Sweet Pea temperature. It may be necessary to provide some support for the plants as they are semi-climbing in the open and may produce vines inside. The flowers are on stems that are decidedly longer than most Nasturtiums, and last when cut fully as well as the old strains."

Price: Tr. Pkt.....25c 1/2 Oz.....40c Oz.....75c 1/4 Lb..... \$2.00

PETUNIA DWARF COMPACT "COCKATOO"

A variety the trade has been waiting for.

"Cockatoo" is derived from the excellent dwarf Petunia "Alderman" and resembles it in habit. The plants attain a height of 8 inches, are round and compact, covered with small round blossoms and are splendid for beds and borders. The flowers are a velvety deep violet-purple with irregular sized white spots and stars which give to the plant and bed an extraordinarily gay and vivid appearance. Tr. Pkt....50c 3 Pkts. for....\$1.40

PETUNIA "ERIKSSON'S PRIVATE STOCK"

A new strain of "hand fertilized" large flowering dwarf Petunias, produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, Riverside, Ill. (originator of "Primula Malacoides Erikssonii"). The large supply of plants produced from this strain last year in the Chicago market was not equal to the demand. If you grow pot plants you will surely want some of this outstanding new strain, exceptional for pot plants, bedding, window boxes, etc. Fancy mixed colors. Tr. Pkt.....\$1.00 3 Pkts. for.....\$2.50

VALUABLE NEW PANSY MIXTURE

While Mr. John Bodger, the eminent seed grower of California, was in Europe last year he made a special study of Pansies, and we are pleased to announce he has brought home two new strains for the American trade, "Engelmann's Special" and "Engelmann's Giant." "Engelmann's Special" is the old Scottish Show type of immense size. The colors are mostly bronze and reddish shades with some yellow-edged ones. "Engelmann's Giant" contains a great variety of shades, both dark and light, the plants being extremely vigorous and producing flowers three to four inches across. Both of these Pansies are compact and early flowering in type. The seed is now available for the first time in this country. We highly recommend these new additions to the Pansy family.

Engelmann's "Special Mixed."	Tr. Pkt.....	\$1.00
1/8 Oz.....	\$2.50	1/4 Oz..... \$4.00 Oz..... \$15.00
Engelmann's "Giant Mixed."	Tr. Pkt.....	\$1.00
1/8 Oz.....	\$2.50	1/4 Oz..... \$4.00 Oz..... \$15.00



NEW CUT-FLOWER ZINNIA—"SCABIOUS FLOWERED"
Introduced to the Trade by A. B. C.

NASTURTIUM "GOLDEN GLEAM"—A MOST DESIRABLE CUT-FLOWER



1933 NOVELTIES AND WORTHY LATE INTRODUCTIONS



Part of House of Primula Malacoides Erikssonii Containing 25,000 Plants

Excerpt from Florists' Review, May 5th Issue, 1932.

NEW PRIMULA WELL RECEIVED

About seventeen years ago, Ernst E. Eriksson, pot plant grower at Riverside, Ill., realized that on account of the numerous objections to Primula Obconica, chiefly because it poisoned a great number of people who handled it, a good substitute for this leading pot plant would meet with much favor in the trade. He believed that Primula malacoides would serve the purpose admirably if both the size of the flowers and the form of the plant could be improved upon.

To this end Mr. Eriksson devoted many years. However, he found that malacoides improved slowly; in fact, it was about four years before he obtained a plant with a stem strong enough to use as a basic stock. However, continued selection and other efforts along this line resulted in

a strain of Primula malacoides that is a distinct improvement over the species. This strain was established about two years ago, and since then it has been received with enthusiasm by the trade in all parts of the country.

During the past season, Mr. Eriksson matured over 25,000 plants in his Riverside greenhouses, part of which are shown in the accompanying illustration. Most of these were sold as individual plants, but others were used as fillers in combination arrangements for the various floral holidays, especially for St. Valentine's Day. Retailers have found the flowers of Primula Malacoides Erikssonii extremely useful in corsage work.

Seed is now being offered by the American Bulb Co., which firm controls the originator's entire output.



THE NEW PRIMULA MALACOIDES ERIKSSONII

PRIMULA MALACOIDES "ERIKSSONII"

Originator's True Stock

SPECIAL NOTE—We control entire output of originator's stock, under contract with the introducer, Ernst E. Eriksson, of Riverside, Illinois, of both seed and plants for shipment during the year of 1933.

New crop seeds now ready for delivery.

We consider this the *de luxe* plant novelty of the year and do not believe any grower of pot plants can afford to be without a good supply of the different kinds offered.

Complete Cultural Directions Compiled by Mr. Eriksson Furnished Free with Each Order

Quantities of 2,000 seeds and upward now packed in sealed glass tubes by the originator, thereby insuring germination for a long period of time as well to guarantee buyers obtaining the true strain.

"Wonder Baby." A most beautiful pink.

"Baby Rose." Very deep pink, some almost red.

"New Baby." Near lavender-pink, the strongest grower with the largest flowers.

The originator, Mr. Ernst Eriksson, has added this year, two new varieties to his selection. These are real novelties (quantity limited):

"Baby Doll." A new deep pink with frilled flowers, very stiff stem, real fancy.

"Baby Alba." A pure white beauty—the first white sport from Primula Erikssonii in 18 years. exceptional for use in combination work.

Price of above:

About 2,000 seeds in glass tubes.....\$2.00

1-64 Oz. in glass tubes..... 5.00

About 800 seeds in glassine packet..... 1.00

"Wonder Baby," "Baby Rose" and "New Baby" mixed—price as above.

2 1/4-inch plants of above will be offered in Florists' Review, July, 1933.

DIANTHUS—Annual

Giant-Flowered. Charming Double Fringed.

"Imperator" Strain. This is a truly regal strain of double fringed Dianthus characterized by the marvelous size of its flowers, equalling in many instances those of the largest types of Carnations. The blossoms are exceedingly full and double, with petals deeply lacinated and the whole effect charmingly lacelike. The color range is most comprehensive, shading from pure white to pink, crimson, etc. The plants are strong growers and attain a height of 15 inches when in full bloom. They have special value for cutting purposes. Tr. Pkt.....25c

MARIGOLDS—Annual

Fire Cross. As brilliant as its name suggests, and a conspicuous double dwarf that arrests attention. Tr. Pkt.....25c
Star of India. Double flowers of deep crimson charmingly striped with golden yellow. Extra fine. Tr. Pkt.....25c

POPPIES—Annual

Ranunculus-Flowered. A beautiful race of Poppies strongly resembling the ranunculus, having bright double flowers with thin paper-like petals. Comes in a good range of fine colors, both selfs and combinations, and makes a brilliant display. Annual, growing 2 to 2 1/2 feet tall. In separate colors and combinations as follows: Red edged white, dark red, rose, scarlet, scarlet edged white, slate gray, white, and mixed. Tr. Pkt.....25c



1933 NOVELTIES AND WORTHY LATE INTRODUCTIONS FOR THE FLORIST



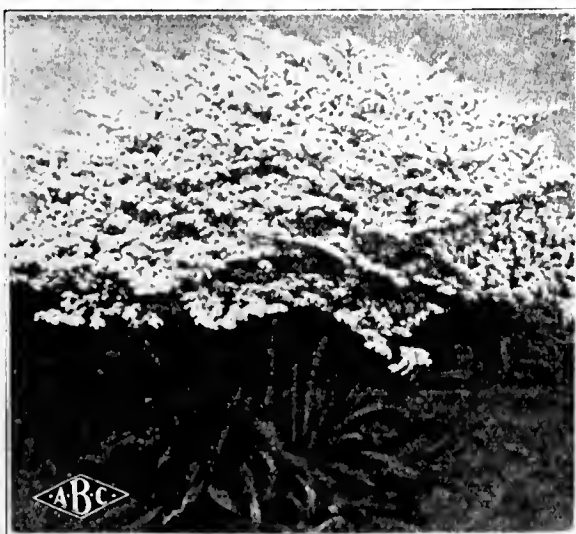
ICELAND POPPY—"El Monte"

ICELAND POPPY—El Monte

An enchanting tangerine orange that can be brought into flower from seed within six months. Promises to be as popular as the Gerbera, now accepted as a worth-while novelty cut flower. Tr. Pkt.50c

SWEET SCENTED DOUBLE NASTURTIUM

Provides a new and desirable cut flower.



STATICE—"Dumosa"

NEW DWARF SALVIA—Harbinger

"Harbinger." Plants raised from seed sown at the end of February commence to produce in profusion their long spikes of dazzling bright scarlet flowers early in June, and maintain a blaze of color until the frosts. A more magnificent article for summer bedding can hardly be imagined. The plants are dwarf and compact in habit and the strong, dark foliage forms an effective foil to the vivid hue of the flowers. We consider this one of the finest novelties of present introduction.

Tr. Pkt.50c Oz. \$3.00

STATICE DUMOSA

The finest Statice for drying.

Of great value to the florist, in fact the most valuable of all Statice. In general appearance it resembles the well known Incana Nana variety, which, when dried, is being imported from Germany and here used in immense quantities in wreaths and other floral work. Dumosa differs from Incana Nana in having larger individual florets, much brighter in color, clear silvery white when dry and lavender when fresh. The branched stalks are more than twice the size of Incana, the main stems twice as stout.

For these reasons Dumosa is a highly valuable new variety. Height, 20 inches. Perfectly hardy without protection anywhere.

Tr. Pkt. ...35c 1/4 Oz. ...\$1.50 Oz. ...\$5.00

TAGETES GUINEA GOLD

Resembling a vivid orange Carnation.

We consider this to be the greatest find in years and every grower should have it. Does well under glass and outdoors. Do not miss this wonderful new novelty. It grows freely like marigolds. The flowers are a deep orange, similar to a carnation. Very free bloomer. Last season it was enthusiastically taken up by the trade as a cut-flower. Excellent for table decoration, as a bouquet flower, or as an individual flower.

Tr. Pkt.50c 1/2 Oz.\$1.75
Oz.\$3.00 1/4 Lb.\$9.00

VIOLA—Jersey Gem

Jersey Gem. Forms a large, compact plant, producing a continuous profusion of bloom for a very long period, considerably longer than other cornuta varieties. The flowers are a very pleasing shade of deep violet blue.

Tr. Pkt.75c



SALVIA—"Harbinger"

NOTE: We consider "Harbinger" as the best dwarf Salvia to date.

TAGETES "GUINEA GOLD"

Intermingled with Liatris Pynostacha provides a "happy" combination for basket work, etc.



NEW TAGETES—"Guinea Gold"

Valuable as a Cut-Flower

SPECIAL OFFERING OF SEEDS FOR ROCK GARDEN PLANT PRODUCTION

ROCK GARDENS Are Now in Great Favor and a Good Margin of Profit Is to Be Obtained in the Supplying of Plants to Accomplish Such

The following hardy plants from seed are the regular rock garden plants, suitable for all kinds of plantings. These are plants of dwarf and creeping nature. Also the list covers the entire growing season with flowers at different periods. To make a real attractive rock garden this list is very strongly recommended.

Among our long list are those that do best in open sunlight as well as those that love the seclusion of shady nooks. There are the sedums, achilleas and others whose habitat is the dry, rocky slopes of mountains, hence they will do well. Numerous annuals listed in this catalogue are also desirable for above named purpose and usually find a ready demand from the public when offered in the form of small started plants.



Name and Height, inches, at maturity.	Tr. Pkt.	Name and Height, inches, at maturity.	Tr. Pkt.	Name and Height, inches, at maturity.	Tr. Pkt.
ACHILLEA TOMENTOSA. 6-in. Fern-like green mat. Aurea. Yellow.....		DORONICUM. 24-in. Caucasicum. Yellow	\$0.50	POTENTILLA. 8-in. Alpina Nana..	\$0.20
ARENARIA MONTANA. 6-in. Mat-forming, white fls.....	.35	ERINUS. 6-in. Alpinus. Violet-red..	.35	PRIMULA. Florindae. Yellow. 36-in.....	.35
ALSINE PIN. WHITE. 6-in.....	.35	GENTIANA. 4-in. Acaulis. Blue...	.25	Veris Mixed. 12-in.....	.35
ALYSSUM SEX. COMP. 12-in. (Gold Dust). Yellow.....	.15	GEUM. 12-in. Fireball. Red.....	.15	Vulgaris. Yellow. 6-in.....	.25
ANCHUSA. 24-in. Myosotidiflora. (Blue)35	GYPSOPHILA. 6-in. Repens. White	.15	SAPONARIA. Ocymoides. 12-in...	.15
ANEMONE. 12-in. Pulsatella. Violet-lilac.....	.25	HELIANTHEMUM. 12-in. Mutabile Mixed15	SAXIFRAGA. Flower Carpet. Carmine. 6-in...	.50
Sylvestris. White15	HEUCHERA. 30-in. Sang. Spl. Red	.35	Caespitosa. White. 12-in.....	.50
AQUILEGIA ALPINA. 12-in. Blue.	.25	HORMINUM. 12-in. Pyrenaicum. Blue50	SEDUM. Acre. Yellow. 3-in.....	.25
ARABIS ALPINA. 6-in. White....	.15	HYPERICUM. 8-in. Orientale. Yellow	.20	Maximowiczii. Yellow. 20-in....	.25
ARMERIA. 12-in. Splendens. Rosy magenta.....	.35	INCARVILLEA. 24-in. Brevipes. Rose	.35	Aizoon. Yellow with brown. 6-in..	.35
ASTER. 12-in. Alpinus Superbus. Rich blue...	.25	LINARIA. 3-in. Alpina. Violet, blotched orange..	.35	Fabaria. Pink. 12-in.....	.35
AUBRETIA. 6-in. Deltoides. Blue15	Cymbalaria. Lilac20	Rupestre. Yellow. 8-in.....	.35
Leichtlini. Rosy purple.....	.50	LINUM. Flavum. Yellow. 12-in.....	.25	SILENE. Alpestris. White. 6-in....	.25
CAMPANULA. 12-in. Carpatica. Blue20	Perenne. Blue. 30-in.....	.15	SOLIDAGO. Vigaurea. Yellow. 10-in.	.20
GERASTEUM. 16-in. Tomentosum. White, silvery leaves	.20	NEPETA. 12-in. Mussinii. Blue...	.25	SPERGULA. 3-in. Pilifera. A hardy evergreen.....	.50
CRUCIANELLA. 18-in. Stylosa. Rose15	OENETHRA. 18-in. Youngii. Yellow	.25	THYMUS, WILD THYME. Creeping purple35
DIANTHUS. 8-in. Deltoides. Magenta15	POPPY. Alpinum Mixed. 10-in.....	.35	TUNICA. 10-in. Saxifraga. Lilac-rose.....	.15
Graniticus. Carmine15	Iceland Mixed. 16-in.....	.35	VERONICA. Polifolia. Blue. 6-in...	.20
Alwoodii. Mixed25			VIOLA. Mixed. 6-in.....	.25
DIANTHUS PLUMARIUS. 8-in. Cyclops. Single perpetual fld. Various colors with blood red eye. Very fine. See illustration opposite25				

"SWEET WIVELSFIELD"

The new race of hardy annuals for cut-flowers, garden show and rock gardens. Obtained sixteen awards of merit from Royal Horticultural and fifteen other societies. Its bid for favor is that it blooms continuously from the day it is planted out until frost catches it.

Tr. Pkt. 35c
1/4 Oz. 75c Oz. \$2.50



DIANTHUS PLUMARIUS "CYCLOPS"

OUR GLADIOLUS STOCKS ARE CLEAN AND HEALTHY



"Rose Queen," Winter-blooming Snapdragon.
A true winter-blooming variety and now in
the greatest favor in all cut flower markets.

AGERATUM	Tr. Pkt.	Oz.
Blue Perfection, dark blue....	\$0.15	\$0.60
Imperial Dwarf, blue.....	.15	.60
Imperial Dwarf, white.....	.15	.60
Little Blue Star, 3 inches high; fine for bedding25	2.50
Little Dorrit, azure blue, 6 in..	.30	1.00
Blue Cap, dwarf.....	.35	..
(See Novelty Pages)		
Princess Victoria Louise.....	.30	1.00
Light blue-white center, 6 inches.		

AGERATUM LASSEAUXII	Tr. Pkt.	Oz.
Mauve pink, exceptional for cut flowers.		
Tr. Pkt.....	.25c	Oz.....\$1.50

*AGROSTEMMA—Mullein Pink	Tr. Pkt.	Oz.
Coronaria. Deep crimson flowers.		
Tr. Pkt.....	.15c	Oz......35c
Flos Jovis. Carmine rose.		
Tr. Pkt.....	.15c	Oz......35c
Hybrida Walkeri. Brilliant rosy purple.		
Tr. Pkt.....	.20c	Oz......50c

ALYSSUM	Tr. Pkt.	Oz.
Little Dorrit. White, 4 in....	\$0.15	\$0.60
Bouquet (Carpet of Snow)...	.15	.50
Lilac Queen15	.80
Little Gem, Dwarf and com- pact (1/4 lb...\$1.50; 1 lb... \$5.00)15	.60
Sweet (Maritimum), trailing, 1 lb...\$2.0010	.20
*Sexatile Compactum. Desirable for border or rocky producing in May, masses of broad, flat heads of bright yellow flowers.		
Tr. Pkt.....	.15c	Oz.....\$1.00
Compactum Lutescens. Straw yellow, 8 in.		
Tr. Pkt.....	.25c	Oz......75c
*Rostratum. Yellow, 16 in....	.40	2.00
*Serpillifolium. Earliest yel- low, pigmy rock plant50	3.00

AMARANTHUS	Tr. Pkt.	Oz.
Caudatus. Love Lies Bleeding.		
Tr. Pkt.....	.10c	Oz......25c
Tricolor (Joseph's Coat).		
Tr. Pkt.....	.15c	Oz......60c
Burbank's Molten Fire. An exceptional show plant. Tr. Pkt.....	.50c	1/4 Oz.....\$1.00
Salicifolius (Fountain Plant). Willow leaved.		
Showy. Tr. Pkt.....	.25c	Oz.....\$1.00
Sunrise. Green, red and yellow foliage.		
Tr. Pkt.....	.50c	Oz.....\$3.00

AMPELOPSIS—Veitchi (Boston Ivy)	Tr. Pkt.	Oz.
Oz.....	.50c	Lb.....\$4.00
Quinquifolia (Virginia Creeper).		
Oz.....	.50c	Lb.....\$4.00

ANCHUSA	Tr. Pkt.	Oz.
Capensis (Cape Forget-Me-Not), blue.		
Tr. Pkt.....	.15c	Oz......50c
Capensis Bluebird. Vivid indigo.		
Tr. Pkt.....	.25c	Oz.....\$1.00
*Italica, Dropmore variety. 6 ft. Gentian blue. Tr. Pkt.....	.20c	Oz.....\$1.00
*Angustifolia. Navy blue, graceful.		
Tr. Pkt.....	.20c	Oz......50c

ANEMONE—Windflower	Tr. Pkt.	Oz.
*Coronaria. Mixed colors. (Poppy Ane- mone). Tr. Pkt.....	.25c	Oz.....\$1.00
*St. Brigid. Large flowers mostly semi- double, superb. Tr. Pkt....	.50c	Oz...\$4.00

*ANTHEMIS	Tr. Pkt.	Oz.
Kelwayii (Hardy Marguerite). 2 ft. Daisy- like yellow blossoms. Produced all summer. Exceptional for cutting.		
Tr. Pkt.....	.25c	Oz.....\$1.00
Montani, white. Tr. Pkt....	.25c	Oz...\$1.00
Tinctoria, light yellow.		
Tr. Pkt.....	.25c	Oz.....\$1.20

ABRONIA	Tr. Pkt.	Oz.
Umbellata (Sand) Rose, 10 in.		
Tr. Pkt.....	.20c	Oz......50c

ABUTILON	Tr. Pkt.	Oz.
(Greenhouse Plant). Choice mixed varieties.		
Tr. Pkt.....		.50c

*ACHILLEA—Milfoil or Yarrow	Tr. Pkt.	Oz.
Ptarmica "The Pearl." Double pure white, easily grown. Tr. Pkt.....	.50c	Oz.....\$4.00

*ACONITUM—Monkshood	Tr. Pkt.	Oz.
Napellus Roseus. Pink, wax-like flowers.		
Tr. Pkt.....	.40c	Oz.....\$2.50

ACROCLINIUM	Tr. Pkt.	Oz.
Everlasting hardy annual for cutting and winter bouquets.		
Double Rose	\$0.20	\$0.60
Double White20	.60
Double Mixed15	.40

*ADLUMIA CIRRHOSA	Tr. Pkt.	Oz.
(Allegheny Vine)40	2.00

ADONIS	Tr. Pkt.	Oz.
Autumnalis. Red10	.25
Aestivalis (Flos Adonis). Red, 12 in.15	.30
Vernalis. Bright yellow.....	.40	3.00

*AGATHEA COELESTIS	Tr. Pkt.	Oz.
Blue Daisy30	1.50

Antirrhinum "SNAPDRAGON" FOR GREENHOUSE FORCING

We propose to maintain our reputation as introducers of snaps obtaining colors and shades that are in public demand and likewise that will help to keep growers out of the "red" in these times of a BUYERS' MARKET.

General List of Forcing Snapdragons	Tr. Pkt.	3 Pkts.	5 Pkts.
Afterglow, Best Golden Bronze.....	\$1.50	\$4.00	\$6.25
Ceylon Court, Yellow.....	1.00	2.50	3.75
Cheviot Maid, Early Rose Pink.....	1.00	2.50	3.50
Cheviot Maid Supreme. Darker than Cheviot Maid.....	1.50	4.00	6.25
Emily, "Golden Sunshine"	1.00	2.50	4.00
Golden Maid (Ramsburg)	1.00	2.50	4.00
Happiness, Light Pink	1.00	2.50	4.00
Yellow Maid (Ramsburg)	1.00	2.50	4.00
Judd's Light Pink	1.00	2.50	4.00
Judd's Dark Pink	1.00	2.50	4.00
Jennie Schneider, Soft Rose.....	1.00	2.50	3.75
Laura, Dark Rose	1.00	2.50	4.00
Lucky Strike, Best Pure White.....	2.00	5.00	..
New Cincinnati, Rose Pink.....	2.00	5.00	..
Orlando, Standard Bronze	1.00	2.50	4.00
Philadelphia Pink, Standard Pink	1.00	2.50	4.00
Roman Gold, Deep yellow with copper and pink suffusion.....	1.00	2.50	3.75
Rose Queen, Deep Rose.....	1.50	4.00	6.25
Rose Maid, Sparkling Pink	1.00	2.50	4.00
Sunshine, Best Yellow.....	1.50	4.00	6.25
Sun Tan, Rosy Tan with Yellow Tip.....	1.50	4.00	6.25
Terrys Surprise, Pink.....	2.00	5.00	..
White Rock, Standard White	1.00	2.50	4.00
Winter Helen, Salmon Pink.....	1.50	4.00	..

Snapdragons continued on next page.

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.
TAGETES "GUINEA GOLD"—EXCEPTIONAL FOR CUT-FLOWERS
PETUNIA "THEODOSIA" IS HIGHLY RECOMMENDED FOR MOTHER'S DAY POT PLANT SALES.



ANTIRRHINUM—Snapdragon

Large Flowered, Tall.

	Tr. Pkt.	Per Oz.
Brilliant. Scarlet, yellow lip.....	\$0.20	\$0.75
Bonfire. Cinnabar red, yellow blotch	.20	.75
Brilliant Rose. Extra.....	.20	.75
Crimson King. Rich crimson.....	.20	.75
Evening Sky. Soft salmon rose, yellow mouth, white throat.....	.20	.75
Goliath. Salmon rose, orange center	.25	1.00
Harmony. Rich terra cotta pink, yellow center.....	.25	1.00
Luteum. Deep yellow.....	.20	.75
Pink Pearl. Delicate peach color..	.20	.75
Queen Victoria. White.....	.20	.75
Rose D'Ore. Self salmon rose.....	.20	.75
The Cardinal. Brilliant scarlet....	.20	.75
Torchlight. Vivid orange, yellow center tinted with carmine.....	.20	.75
Venus. Delicate pink, white throat	.20	.75
Mixed. All colors.....	.20	.75

ANTIRRHINUM—Snapdragon

Dwarf, Large Flowering.

	Tr. Pkt.	Per Oz.
Amber Queen. Amber, suffused chamois	\$0.20	\$0.75
Carmine Queen. Brilliant rose-carmine20	.75
Climax. Orange shading to yellow in lip20	.75
Defiance. Orange-scarlet.....	.20	.75
Empress. Rich velvety crimson....	.20	.75
Fawn. Terra cotta pink suffused yellow20	.75
Firebrand. Bright scarlet.....	.20	.75
Gloria. Rich deep rose-pink.....	.20	.75
Golden Queen. Clear yellow.....	.20	.75
Improved Madonna. Finest white..	.20	.75
Mauve Queen. Lilac mauve.....	.20	.75
Prima Donna. Terra cotta pink, white tube20	.75
Rose D'Ore. Rose suffused orange	.20	.75
Silver Pink. Pink self.....	.20	.75
Mixed. All colors.....	.20	.75

ANTIRRHINUM

Majestic, Dwarf Mixed

	Tr. Pkt.	1/4 Oz.	Oz.
Cherry. Cherry red.....	\$0.25	\$0.60	\$2.00
Eldorado. Golden yellow..	.25	.60	2.00
Golden Dawn. Golden buff	.25	.60	2.00
Orange King. Terra cotta orange25	.60	2.00
Red Chief. Deep scarlet..	.25	.60	2.00
Rose Marie. Rich rose....	.25	.60	2.00
Sunset. Terra cotta.....	.25	.60	2.00
Twilight. Apricot25	.60	2.00
Mixed25	.50	1.85

ANTIRRHINUM—Snapdragon

Rock Hybrids—Early flowering hybrids forming small, compact bushes with variously colored flowers, shades of rose, pink, purple, mauve and bi-color, all in mixture.
Tr. Pkt.....50c 1/4 Oz.....\$1.00

ANTIRRHINUM

"Tom Thumb" Dwarf.

	Tr. Pkt.	1/8 Oz.
Blood Red	\$0.20	\$0.35
Orange Yellow20	.35
Rose20	.35
White20	.35
Mixed. All colors.....	.20	.30

See previous page for list of Forcing Snapdragons.

*AQUILEGIA—Columbine

Very desirable for cut flowers.

Alpina. Blue, 24 in. Tr. Pkt....	.35c	Oz....\$1.50
Coerulea. Blue Rocky Mountain Columbine. Tr. Pkt.....	.35c	Oz.....\$2.00
Skinneri. Scarlet spurs with yellowish green corolla. Tr. Pkt.....	.50c	Oz.....\$2.50
Long Spurred Hybrids. Large flowering, mixed colors. Tr. Pkt.....	.40c	Oz.....\$2.25
Chrysantha. Yellow. Tr. Pkt....	.35c	Oz....\$2.00
Copper Queen. Copper red. Tr. Pkt.....	.50c	
Coerulea Hybrida. New long spurred, large flowering hybrids. Tr. Pkt....	.40c	Oz....\$2.50
Rose Queen. Shades of rose with white center. Tr. Pkt.....	.35c	Oz.....\$3.00
Farquhar's Pink. Beautiful pink, long spurred flowers. Tr. Pkt.....	.50c	Oz.....\$5.00
Californica Hybrida. Flowers large, long spurred, dark Carmine Lake with light yellow corolla. Tr. Pkt.....	.50c	Oz.....\$2.50
Silver Queen. Long spurred, white. Tr. Pkt.....	.50c	Oz.....\$2.50
Mrs. Scott Elliot's Hybrids. 1/4 Oz....	\$1.50	Tr. Pkt.... .50c Oz....\$5.00
Recognized as the "last word" in large flowering, long spurred Aquilegia.		
Double Mixed. Tr. Pkt....	.15c	Oz.... .60c
Single Mixed. Tr. Pkt....	.15c	Oz.... .60c

See Novelty Pages for our special offering of new English Aquilegias.

*ARABIS—Rock Cress

Alpina. Dwarf Spring flowering perennial for edging and rockery, pure white, 12 in. Tr. Pkt.....	.20c	Oz......75c
Alpina Nana Compacta. 10 in. Tr. Pkt.....	.40c	Oz.....\$1.50

ARCTOTIS—African Daisy

Grandis, excellent for cutting; daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac-blue.
Tr. Pkt.....15c Oz.....50c

*ARENARIA

Montana. White. 1/8 Oz.....75c



ANTIRRHINUM "SNAPDRAGON" AUTUMN GLOW
Tr. Pkt.....50c 1/4 Oz.....\$2.00

ARGEMONE

"Mexican Prickly Poppy" Hybrida Grandiflora Mixed. Tr. Pkt.....25c Oz.....\$1.00

*ARMERIA

Formosa. Rose. Tr. Pkt....25c Oz....\$1.00

*ASCLEPIAS

Tuberosa. Orange. Tr. Pkt...75c Oz....\$4.50

ASPARAGUS PLUMOSUS NANUS

One of our leading seed specialties.

SPECIAL NOTE!

Our supply of Plumosus is cultured especially with a view to seed production and as a result we can assure the trade of plump, true-to-name seed of high germination and of true type. This grade of seed is not to be compared with that produced from mixed types and offered at so-called "bargain prices."

Northern Greenhouse Grown, True.

100 Seeds.....50c 1,000 Seeds.....\$2.00
5,000 Seeds.....\$9.50

Lath-House Grown.

100 Seeds.....30c 1,000 Seeds.....\$1.25
5,000 Seeds....\$6.00 10,000 Seeds....\$10.00

ASPARAGUS SPRENGERI

100 Seeds....20c 1,000 Seeds....\$1.25
5,000 Seeds....\$5.50 10,000 Seeds....\$10.00

SPINELESS SPRENGERI

A valuable addition to the Sprengeri family.
100 Seeds....\$2.00 1,000 Seeds....\$15.00

*ASTER PERENNIAL—Michaelmas

Daisies	Tr. Pkt.	Oz.
Alpinus, Choice Mixed	\$0.40	\$2.50
Subcoeruleus, Light Blue.....	.40	1.50
Michaelmas Daisies, Mixed40	2.50

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

REFER TO FLORISTS' REVIEW FOR OUR LISTING OF SNAPDRAGON PLANTS IN SEASON



NEW ASTER "AURORA"

ASTERS

A. B. C. SPECIAL FLORISTS'
"WILT-RESISTANT" STRAINS

We are offering the following varieties of FUSARIUM WILT-RESISTANT STRAINS OF ASTERS, which we believe will be practically immune to this disease:

Early Beauty. Lavender, white and crimson.
American Beauty. Carmine-rose.
Queen of the Market. Dark blue and scarlet.
Early Royal. Azure blue, purple and rose-pink.
Crego. White and deep rose.
American Branching. Azure blue, deep rose, shell pink and white.
Branching Mary Semple. Shell pink.
Heart of France. Best scarlet.
Comet. Pink.
Astermum. Large white.
Giant Branching Comet. Dark blue.

Price of above: Tr. Pkt. 40c 1/4 Oz. 60c Oz. \$2.00

Ball's Pure White.
Price: Tr. Pkt. 50c 1/4 Oz. 85c Oz. \$3.00

N. B.—All of above were well received by buyers in Chicago market the past season.

ASTER—Aurora

A new class of Asters, with large flowers, full of petals. These at the extremity are large and open, while the center is quilled. Height of plant about 24 inches, with upright stems. Excellent as a cut flower.

Azure Blue

With yellow center.

Golden Queen

Outer petals creamy white, center yellow.

Price, each Tr. Pkt. 35c Oz. \$3.00

ASTER—Giant California, "Sunshine"

Mixed colors.

Tr. Pkt. 50c 1/4 Oz. \$1.00 Oz. \$3.50

White, Pink, Lavender, Blue or Purple.

Tr. Pkt. 50c 1/4 Oz. \$1.00 Oz. \$3.50

ASTER—Early Wonder

These are the earliest blooming asters. Flowers large and full, of the Comet type, carried on long, erect stems.

	Tr. Pkt.	Oz.
Dark Blue	\$.35	\$2.00
Pink	.35	2.00
White	.35	2.00
Mixed	.25	1.75

ASTER—Queen of Market

Early flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early aster, blooming in July.

	Tr. Pkt.	Oz.
Blush Pink	\$.25	\$1.00
Brilliant Rose	.25	1.00
Crimson	.25	1.00
Lavender	.25	1.00
Purple	.25	1.00
White	.25	1.00
Mixed	.20	.75

ASTER—Early Royal Branching

Comes into bloom shortly after Queen of the Market and a specially fine aster to follow said variety; 2 feet high, blooms of large size.

	Tr. Pkt.	Oz.
Crimson	\$.30	\$1.50
Lavender	.30	1.50
Purple	.30	1.50
Rose-Pink	.30	1.50
White	.30	1.50
Shell Pink	.30	1.50
Mixed	.30	1.25

ASTER—Ball's Improved White

A pure white aster of branching habit and a great favorite in the Chicago wholesale cut flower market.

Tr. Pkt. 35c Oz. \$2.00

ASTER—King

Needle type, 1 1/2 to 2 feet. Large flowers with quilled petals.

	Tr. Pkt.	Oz.
Crimson	\$.30	\$1.50
Lavender	.30	1.50
Purple	.30	1.50
Rose	.30	1.50
Shell Pink	.30	1.50
Violet	.30	1.50
White	.30	1.50
Mixed	.30	1.25

ASTER WILT

We have had so many inquiries as to just what wilt resistance in Asters really is that we feel a few notes on the subject are in order at this time.

The so-called wilt disease of Asters is caused by a specific parasitic fungus, which may attack the plant at any stage in its growth from the seedling to the seed-producing age.

A wilt-resistant strain of Asters is one which, although planted on the very sick-est soil available, will withstand the attacks of the fungus and develop into strong, healthy plants. Just as some people or animals withstand the attacks of certain diseases, while others become sick at the first sign of an epidemic, so the resistant strains of Asters will withstand the attack of the wilt fungus, while the non-resistant strains will succumb.

(See above)

ASTER—Heart of France

Plants about 2 feet high, branching habit; flowers medium size; admittedly the choicest Red Aster on the market.

Tr. Pkt. 30c Oz. \$1.50

ASTER—Semple's Branching

The standard late blooming aster and generally planted by florists for main crop. Plants 2 1/2 to 3 feet high. Branching and robust. Our strain is specially selected.

	Tr. Pkt.	Oz.
Azure Blue	\$.25	\$1.50
Crimson	.25	1.50
Deep Purple	.25	1.50
Lavender	.25	1.50
Enchantress Pink	.25	1.50
Shell Pink	.25	1.50
Bright Rose	.30	1.50
Vick's Silvery Rose	.25	1.50
White	.25	1.50
Mixed	.25	1.25

ASTERMUM

Of compact type, closely resembling the Crego, but blooming somewhat earlier; plants grow about 2 feet high and are of branching habit. Flowers of large size and very double.

	Tr. Pkt.	Oz.
Lavender	\$.30	\$1.50
Rose-Pink	.30	1.50
White	.30	1.50
Fine Mixed	.30	1.25

ASTER—American Beauty

A comparatively new Aster of real merit for late crop, blooms about September and continues until frost. The large and double flowers are produced on long, heavy stems; plant 2 to 3 feet high.

	Tr. Pkt.	Oz.
Azure Fairy	\$.35	\$2.00
Carmine-Rose	.35	2.00
Lavender	.35	2.00
Purple	.35	2.00
September Beauty, Shell Pink	.35	2.00
White	.35	2.00
Mixed	.25	1.75

NOTE: All of the above are treated as Annuals.

ASTER "CALIFORNIA SUNSHINE"—a much desired cut flower.



ASTERS—Continued

A. B. C. SPECIAL FLORISTS' STRAINS

ASTER—MAMMOTH PAEONY FLOWERED

(See illustration opposite)

The individual blooms are extra large, wonderful keepers and shippers, and the plants are of non-branching habit; undoubtedly one of the best varieties for cut flowers. SWANSDOWN, pure white; MAIDEN'S BLUSH, soft pink.

Tr. Pkt. 50c 1/4 Oz. \$1.00 Oz. \$3.00

ASTER—Daybreak

Plants 2 feet high, erect and robust habit. Flowers large, very double, recurved, closely imbricated, making it one of the best for decorative purposes.

	Trade Pkt.	Oz.
Pink	\$0.40	\$2.50
White (Purity)40	2.50

ASTER—Improved California Giants

(Also known on the Chicago Cut Flower Market as "Chicago Giant Beauty".)

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Asters.

	Trade Pkt.	Oz.
Light Blue	\$0.50	\$2.50
Peach Blossom50	2.50
Purple-Violet50	2.50
Rich Rose50	2.50
White50	2.50
Mixed40	2.25

ASTER—Ostrich Feather

A very desirable form of Comet Aster with large fluffy flowers. Begins to bloom in August.

	Trade Pkt.	Oz.
Crimson	\$0.30	\$1.50
Dark Blue30	1.50
Deep Rose30	1.50
Light Blue30	1.50
Shell Pink30	1.50
White30	1.50
Mixed30	1.25

*ASTER—Perennial

Michaelmas Daisy—Large flowering, mixed.

Tr. Pkt. 35c Oz. \$2.50

ASTER—Wartburg Star

(See Novelty Pages)

Tr. Pkt. 35c

ASTER—Hercules

(See Novelty Pages)

Tr. Pkt. 35c

ASTER—"California Sunshine" is much thought of by the cut flower trade.

ASTER—Lavender Gem

Tr. Pkt. 30c Oz. \$1.50

Plants about 18 inches tall, upright habit. Flowers Comet type, silvery white when young, changing to light lavender when fully expanded; really choice.

ASTER—Giant Comet

Flowers unusually large, the twisted and curled petals resembling a huge Chrysanthemum, strong stems averaging 15 to 20 inches in length; a good bedding variety. Trade Pkt. Oz.

Crimson	\$0.25	\$1.25
Light Blue25	1.25
Malmaison Pink ..	.25	1.25
Lavender25	1.25
Royal Purple25	1.25
White25	1.25
Mixed25	1.25

ASTER—Improved Crego

Plants robust, about 2 feet high. Flowers large, double and well formed of the Comet type, making a fine variety for all purposes. Trade Pkt. Oz.

Azure Blue	\$0.25	\$1.25
Crimson25	1.25
Lavender25	1.25
Purple25	1.25
Rose Pink25	1.25
Shell Pink25	1.25
White25	1.25
Mixed25	1.25

ASTER—Golden Salmon

Trade Pkt. 50c; 3 Pkts. \$1.25

*AURICULA—Primula

Auricula

A well-known favorite of great beauty; choice mixed varieties. Tr. Pkt. 50c

BALSAM—Lady Slipper

Varieties Bismarck and White Perfection especially recommended for memorial designs.

Camelia-Flowered

	Trade Pkt.	Oz.
Pink	\$0.20	\$0.75
Scarlet20	.75
Bismarck (Salmon) ..	.20	.75
White Perfection.20	.75
Finest Mixed15	.60

*BAPTISIA AUSTRALIS—False Indigo

	Trade Pkt.	Oz.
Dark Blue	\$0.25	\$1.75



ASTER—MAMMOTH PAEONY FLOWERED

BEGONIAS

Unsurpassed for pot plants and bedding

SEMPERFLORENS Gruga

The color of the flowers is a pure deep carmine pink of astounding regularity, which is magnificently set off by the small bright green leaves. "Gruga" is an excellent bedding and pot plant and will soon be highly valued amongst the dwarf varieties.

Tr. Pkt. 50c 3 Tr. Pkts. \$1.25

SEMPERFLORENS Christmas Pink

The blossoms of these attain a diameter of two inches. This variety is of the same habit as Christmas Cheer, and equally as good for bedding purposes. Tr. Pkt. \$1.00 1/64 Oz. \$2.50

SEMPERFLORENS Christmas Cheer

This exceptionally hardy bedding Begonia was introduced to the trade some few years ago by an American specialist and is now in large demand. Color bright rich cherry crimson. Blossoms attain a diameter of two inches.

Tr. Pkt. \$1.00 1/64 Oz. \$2.50

SEMPERFLORENS

Albert Martin. Crimson. Tr. Pkt. 50c	1-32 Oz. \$1.50
Erfordia. Pink. Tr. Pkt. 50c	1-32 Oz. \$2.50
Flame of Love. Brilliant scarlet flowers with shining Golden Yellow Stamens. Tr. Pkt. \$1.00	1-32 Oz. \$2.50
Gustav Knaake. Crimson, resembles Gloire Lorraine in form; a grand acquisition to the Semperflorens family. Tr. Pkt. \$1.00	1-32 Oz. \$2.50
Enchantress (New). Tr. Pkt. 75c	
Salmon Queen. Salmon red. Tr. Pkt. 75c	1-32 Oz. \$2.50
Vernon. Deep red. Tr. Pkt. 35c	1-16 Oz. 60c
Choice Mixed. Tr. Pkt. 40c	1-32 Oz. \$1.50

GRACILIS

Luminosa. Fiery dark red. Tr. Pkt. 75c	1-32 Oz. \$2.50
Primadonna. Carmine rose. Tr. Pkt. 75c	1-32 Oz. \$3.50
Rosea. Pink. Tr. Pkt. 50c	1-32 Oz. \$2.00
Alba. Whitish. Tr. Pkt. 50c	1-32 Oz. \$2.00

TUBEROUS ROOTED

Single, Mixed. Tr. Pkt. 50c	1-32 Oz. \$2.50
Double, Mixed. Tr. Pkt. \$1.00	1-32 Oz. \$5.00

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.
BEGONIAS "CHRISTMAS CHEER" AND "CHRISTMAS PINK" RECOMMENDED FOR POTS OR BEDDING



CALENDULAS

Fritz Bahr states in The Florists' Exchange:

"For the Winter and Early Spring months, I don't know a better Catch Crop than Calendulas."

A. B. C. IMPROVED SENSATION

The principal value of A. B. C. Improved "Sensation" lies in the fact that it is much larger than any other calendula on the market and has a very distinct crimson or scarlet sheen which, with its orange base, provides a most outstanding and appreciable combination of coloring. Furthermore, the same is produced on unusually long stems. We made many friends when we introduced "Sensation."

Price of A. B. C. Improved Sensation Calendula. Bright Orange with scarlet sheen. Tr. Pkt..... 50c 1/4 Oz..... 85c
1/2 Oz..... \$1.50 1 Oz..... \$2.50 2 Oz..... \$4.75 4 Oz..... \$8.00
"Radio"—Color bright orange, "Radio" is distinctly different from other Calendula. The individual blooms are not as large as other Calendula, but are globular in shape, with beautifully quilled petals.
Tr. Pkt..... 25c 1/4 Oz..... 35c Oz..... \$1.00

BALL'S CALENDULAS (General List)

(All of the following supplied in Geo. J. Ball's original packages.)

Ball's Lemon Queen.

Ball's Apricot.

Ball's Orange. Large, deep, full petaled Ball Calendula; deep orange.

Ball's Gold. Deep golden yellow, of extra size and extra long stem.

Ball's Supreme. Light orange with a rich dark brown eye. Not extra large but freely produced.

Ball's Long Orange (New). An orange selection from Gold. Identical in growth and shape with our Gold.

Ball's White (New). A selection from our Supreme. Creamy white color with a dark center. Not a strong grower, but a most attractive color. All are priced at—

Tr. Pkt..... 50c Oz..... \$2.50

Ball's Masterpiece. Long stemmed orange with dark center.

1/4-Oz. Packets (only)..... \$1.00 per Pkt.

Ball's Calendula Mixture.

Tr. Pkt..... 30c 1/4 Oz..... 75c Oz..... \$2.00

NOTE: The following are suggested for outdoor culture.

Orange King. Bright orange. Tr. Pkt.. 20c Oz.. 75c 1/4 Lb. \$2.00

Lemon Queen. Light or lemon yellow.

Tr. Pkt..... 15c Oz..... 50c 1/4 Lb..... \$1.50

Choice Mixed. Oz..... 15c 1/4 Lb..... 50c

Golden Beam. A very worthy addition to the Calendula family. For cut-flowers. Striking golden yellow. (Introducer's strain, true.)

Tr. Pkt. 50c



CALENDULA

A. B. C. Improved Sensation—Bright Orange with Scarlet Sheen

BABY'S BREATH (See Gypsophila)

BACHELOR'S BUTTON (See Centaurea)

*BELLIS or DOUBLE ENGLISH DAISY

	Tr. Pkt.	1/4 Oz.	Oz.
Longfellow, very large, double dark rose.....	\$0.25	\$0.50	\$1.60
Snowball, double white, excellent.....	.25	.50	1.60
Monstrosa, double pink.....	.35	.60	2.00
Double red (dark rose).....	.35	.60	2.00
Double white.....	.35	.60	2.00
Double mixed.....	.25	.50	1.75

BLUE LACE FLOWER—Didiscus Coeruleus

Excellent for bouquets. Flowers continually from July until frost. A money maker for florists.

Tr. Pkt..... 15c 1/4 Oz..... 35c Oz..... \$1.25

BROWALLIA

Very useful free flowering annuals.

Browallia "Speciosa Major"—Color brilliant ultramarine blue, suitable for pot plant, bedding and border work. For outdoor work seeds should be sown in February, or later, shifted in pots, and planted out in May. Plants will bloom all summer.

Tr. Pkt..... 50c 1-32 Oz..... \$1.50

Elata. Blue. Tr. Pkt..... 20c Oz..... 75c

Elata. White. Tr. Pkt..... 20c Oz..... 75c

*BOLTONIA—False Chamomile

Asteroides. Pure white. Tr. Pkt..... 35c Oz..... \$1.50

Latisquama. Pink, tinged lavender. Tr. Pkt..... 35c Oz..... 1.50

BRACHYCOME—Swan River Daisy

Iberidifolia, a free blooming annual with small flowers, blue or white.

Tr. Pkt..... 20c Oz..... 75c

CALCEOLARIA

Our strain of these is produced by one of the foremost specialists.

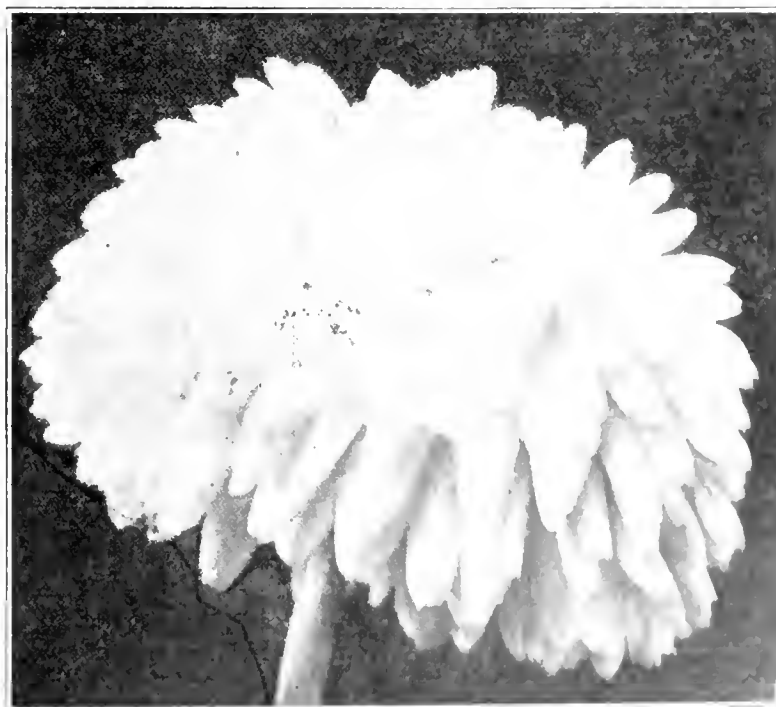
Lawrance's Hybrids. An exceptionally fine strain. Tr. Pkt..... \$1.50

Hybrida Grandiflora. Tall mixed. Tr. Pkt..... 1.00

Compacta. Dwarf mixed. Tr. Pkt..... 1.00

Rugosa. Mixed. Tr. Pkt..... 1.00

Hybrida Nana. (See Novelties). Tr. Pkt..... 1.00



NEW CALENDULA—"GOLDEN BEAM"

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

CALENDULA IMPROVED "SENSATION" HAS PROVED A "MONEY MAKER" FOR THE TRADE



CALLIOPSIS

Golden Wave (Drummondii). Yellow.	
Tr. Pkt.....	15c Oz.....25c
Nigra Speciosa. Crimson-maroon.	
Tr. Pkt.....	15c Oz.....25c
Large Golden Yellow. Tr. Pkt. 15c	Oz...50c
Radiata Tigrina (Tiger Star).	
Tr. Pkt.....	15c Oz.....40c
Mixed Dwarf. Tr. Pkt. 15c	Oz.....25c

CANARY BIRD VINE

Tropaeolum Canariense. Flowers bright canary yellow. 1/4 Lb.....75c Oz.....25c

CANNAS

Crozy's Finest Mixed. Dwarf varieties.
Tr. Pkt.....15c Oz.....40c

CANDYTUFT GIANT HYACINTH

FLOWERED (See Illustration)
White. Particularly recommended for under glass, provides excellent cut flowers.
Tr. Pkt...15c Oz...75c 1/4 Lb...\$2.25 Lb...\$7.00
We have a particularly fine strain of the true kind.

CANDYTUFT

	Tr. Pkt.	Oz.	Lb.
Empress. Large white	\$0.15	\$0.25	\$2.75
UMBELLATA TYPE—			
Pink. Flesh color.....	.15	.40	4.00
Purple15	.25	2.75
Carmine15	.40	4.00
Lavender15	.40	4.00
Lilac15	.40	4.00
Rose Cardinal. Brilliant			
rosy red15	.50	4.50
Little Prince. Dwarf white	.15	.40	
Crimson15	.40	3.50
White15	.40	3.50
Mixed15	.30	3.00

CANDYTUFT—Iberis

**Gibraltarica Hybrida*. White, shading to lilac. Tr. Pkt.....25c Oz.....\$2.00
**Sempervirens*. The popular hardy white variety.
Tr. Pkt.....50c Oz.....\$2.50

CAMPANULAS—Bell Flowers

All are Biennials unless marked otherwise.

Campanula Media (Canterbury Bells).
Single blue, lilac, rose or white, or mixed.
Tr. Pkt.....15c Oz.....50c
Double blue, rose or white, or mixed.
Tr. Pkt.....25c Oz.....\$1.50

**Persicifolia Grandiflora* Blue. (Peach Bell.)
Undoubtedly one of the finest of the hardy Bellflowers; grows 2 to 3 feet high, with large blue flowers.

Tr. Pkt.....50c Oz.....\$3.50

**Persicifolia Grandiflora* Alba. The white-flowered Peach Bells.
Tr. Pkt.....50c Oz.....\$3.50

**Pyramidalis* Blue. (The Chimney Bellflower.)
A beautiful, stately hardy plant, either for garden or pot culture; blue, salver-shaped flowers, 4 to 6 feet.

Tr. Pkt.....25c Oz.....\$1.50

**Pyramidalis* Alba. Same as above, but with white flowers.

Tr. Pkt.....50c Oz.....\$1.50

**Rotundifolia*. (Blue Bells of Scotland.)
Tr. Pkt.....50c Oz.....\$5.00

Cup and Saucer. Canterbury Bells.

Calycanthema (Cup and Saucer). Blue, rose, white, or mixed.

Tr. Pkt.....30c Oz.....\$1.75

**Carpatica* (Hare Bell). Blue or white or mixed.
Tr. Pkt.....25c Oz.....\$1.50

**Campanula* "Piperi." The light blue bells measure as much as 1 inch across and about the same in length. In late summer and autumn flowering plants for the rock garden are scarce; therefore, this variety, owing to the length of its flowering period, ought to add considerably to the beauty of rock and Alpine gardens.

Tr. Pkt.....50c

Annual, Canterbury Bells. (See Novelty Pages).
Tr. Pkt.....50c Oz.....\$5.00

CARDINAL CLIMBER

Ipomoea Quamoclit Hybrids.
Rapid growing annual climber, producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed.

Tr. Pkt....30c Oz....\$1.00

CARNATION

"Chabaud's Enfant de Nice." A French hybrid strain, unquestionably the best Carnation grown from seed. The magnificent flowers, sometimes 2 1/2 to 3 in. in diameter, are borne on sturdy stems. While the flower is immense in size the calyx does not split, which makes this mixture one of the finest for outside grown Carnations, both for florists and for private gardeners. Red, rose, salmon, white, or mixed.
Tr. Pkt....75c 1/4 Oz....\$2.00

Othello. Dark Crimson.

Tr. Pkt.....35c

Marguerite. New giant Malmaison, finest mixed.

Tr. Pkt....25c Oz....\$1.50

Castor Oil Bean. (See Ricinus.)

*CARNATION—Hardy

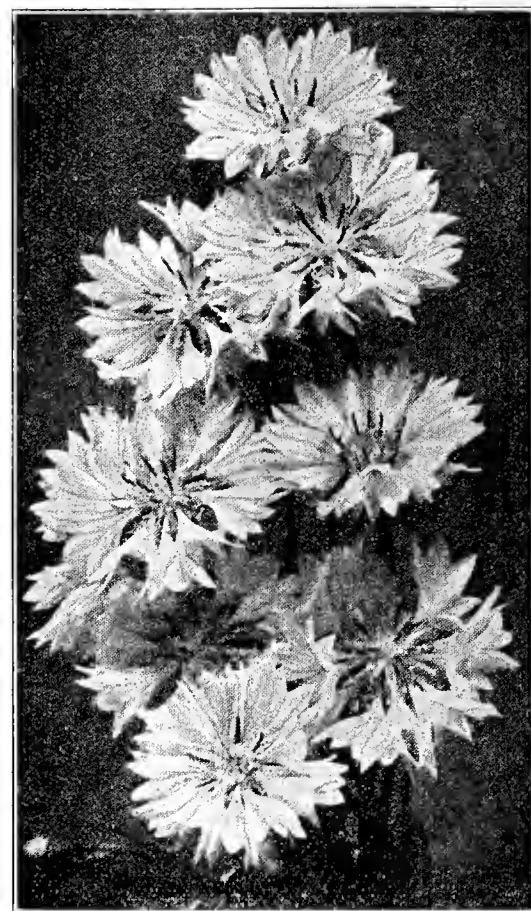
*Hardy Border. Double mixed.
Tr. Pkt....30c Oz....\$3.00

*Grenadin. Scarlet.

Tr. Pkt....35c Oz....\$3.00

*Dwarf Vienna. Mixed.

Tr. Pkt....35c Oz....\$3.00



CENTAUREA CYANUS (Cornflower)

CELOSIA CRISTATA

Dwarf Cockscomb. For beds, borders and pots.

	Tr. Pkt.	Oz.
Glasgow Prize. Dark crimson..	\$0.30	\$1.75
Empress. Bright red; dark foliage	.30	2.25
Choice Mixed25	2.00

CELOSIA, MISCELLANEOUS VARS.

	Tr. Pkt.	Oz.
New Celosia Heatherdell. (See novelty pages).....	\$0.50	
Plumosa Scarlet (Feathered)....	.15	\$1.00
Plumosa Golden Plume15	1.00
Plumosa Mixed15	1.00
Pride of Castle Gould. Mixed....	.50	3.00
Thompsoni Magnifica. Mixed....	.25	1.25
Thompsoni Triomphe de l'Exposition. Crimson splendid.....	.25	.75
Childsi (Chinese Woolflower). Crimson, Pink, Yellow or mixed	.30	1.30
Kelways Globosa. The flowers are over 6 inches, borne on strong stems and of a brilliant crimson-scarlet colour; height 2 1/2 feet. Very choice.		
Tr. Pkt.		50c

CELOSIA BRYSONI

One of the most effective and largest florists' cut flowers.

Mixed. Tr. Pkt.....50c 1/4 Oz.....75c

CENTAUREA, WHITE LEAVED

Dusty Miller. For borders, vases, baskets, etc.
Candidissima. Silvery gray foliage.
Tr. Pkt.....40c Oz.....\$2.00
Gymnocarpa. Fine, silvery foliage.
Tr. Pkt.....15c Oz.....60c

CENTAUREA, CYANUS (Illustrated Above)

Popular free-flowering annuals. Now largely grown under glass for Mothers' Day sales, also Decoration Day.

(Continued on next page)



CANDYTUFT

Giant Hyacinth Flowered. Now largely planted under glass for cut flowers.

NOTE: All of the above are treated as Annuals unless otherwise marked—those prefaced thus (*) are Perennials.

CANDYTUFT "HYACINTH FLOWERED" RECOMMENDED FOR GREENHOUSE CULTURE.



CINERARIA—A. B. C. "PRIZE"

"A. B. C. PRIZE" CINERARIA
is truly the "World's Best Strain".
The result of many years of selection
by a specialist.—A. B. C.

CINERARIA HYBRIDA (Large Flowering)

A. B. C. "PRIZE," "THE WORLD'S BEST STRAIN"

Every year advance is to be noted in our strain notwithstanding its near approach to perfection. This year's plants excel in size, substance, form and color of bloom and quality of foliage. The 1931 seed crop is the **acme of excellence**. The concrete result of 17 years' intensive work in breeding and selecting, this superb strain is a distinctive product, and concentrated effort toward its improvement continues. The result is wonderful additional colors, our cultures showing every shade heretofore known in Cinerarias and many very striking new ones. Flowers exceeding 5 inches in diameter with individual petals 1 to 1½ inches wide were numerous on this spring's seed plants, with a larger average size than ever before. These giant blossoms, borne in immense, compact trusses, surmount bold, dark-green foliage on dwarf plants of model form, attaining a height of 15 to 18 inches. The leaves are massive and beautiful.

Prize Blue Shades. Rich in the extreme. Selected with utmost care. Tr. Pkt. \$1.00

Prize Crimson and Carmine Shades. A group that is especially brilliant under artificial light. Tr. Pkt. \$1.00

Prize Salmon Shades. One of the loveliest developments, appealing to those fond of the daintier tints. Tr. Pkt. \$1.00

Prize Mixed. All the above in proper proportion to make the best showing and countless colors not yet segregated. The whole great range of our strain. Tr. Pkt. \$1.00

A trade packet contains about 1,000 seeds.

To those requiring larger quantities, we make these rates:

1-32 Oz. \$3.50 1-16 Oz. \$6.00 1/8 Oz. \$11.00

Special Offer. One trade packet each of the above three separate color groupings and one trade packet of Prize Mixed, all four for \$3.00

Stellata Hybrida. Tr. Pkt. 50c

CINERARIA

Multiflora Nana Mixed. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mother's Day sales.

Tr. Pkt. \$1.00 1-32 Oz. \$2.50

Multiflora Nana Maxima. Dwarf, large flowering mixed. Tr. Pkt. \$1.00

This new strain is now in great favor with the trade.

Maritima Candidissima (Dusty Miller). For bedding, vases, baskets, etc. Tr. Pkt. . . 15c Oz. . . 40c

*CHRYSANthemum—Continued

***Maximum, "King Edward VII."** Pure white.

Tr. Pkt. 20c Oz. 60c

***Japanese Hybrids.** Mixed.

1-16 Oz. \$1.50 Tr. Pkt. 50c

CHINESE FORGET-ME-NOT

Cynoglossum Amabile. An exceptional cut flower for under glass or outside. Blue.

Tr. Pkt. 25c Oz. 50c

Alba. White flowered.

Tr. Pkt. 50c

CLARKIA—Double

These desirable flowers are rapidly gaining popularity as cut flowers. Free bloomers all summer.

Salmon Queen \$0.15 \$0.75

White15 .75

Queen Mary. Rose-carmine15 .75

Scarlet Queen15 .75

Vesuvius. Orange-scarlet.15 .75

Mixed15 .75

CLEOME PUNGENS

(Spider Plant.) Rose.

Tr. Pkt. 15c Oz. 30c

COBAEA SCANDENS—Cup and Saucer Vine

Plant seeds edgewise to insure good germination.

Tr. Pkt. Oz.

Blue. 1/4 lb. \$1.25 \$0.15 \$0.40

White20 .75

COLEUS

Hybridus, "Rainbow" Mixture. Giant leaves of superb variation—saved from finest collection.

Tr. Pkt. \$1.00 1/16 Oz. \$1.50

Laciniated and Fringed Mixed.

Tr. Pkt. 75c

COREOPSIS—Golden Coreopsis

Tr. Pkt. Oz.

***Lanceolata Grandiflora.** Single. \$0.15 \$0.40

***Lanceolata Grand.** fl. pl. Semi-

double-flowered35 1.25

Double Yellow. Greatly improved

over the semi-double.35 .75

COSMOS

Worth While for Outdoor Cut Flowers

"New Early Express". This group of Cosmos are recommended for their extreme earliness. Plants will produce flower from seed in forty-five days. White, pink, crimson or mixed. Provides exceptional cut flowers.

Tr. Pkt. 35c Oz. \$1.50

Tr. Pkt. Oz.

Early Mammoth Flowering. Pink,

White, Crimson or Mixed. \$0.10 \$0.40

Double Extra Early Flowering

(Crested). Crimson, pink, white

or mixed40 3.00

Giant Lady Lenox. Pink, crimson,

white or mixed15 .30

Klondyke. Yellow25 ..

Giant Flowering. Mixed15 .30

CUPHEA PLATYCENTRA—Cigar Plant

Russet orange. Excellent for pot plants and borders. Tr. Pkt. 50c 1/8 Oz. \$1.00

CYNOGLOSSUM AMABILE

Chinese Forget-Me-Not. Blue. An exceptional cut flower for under glass or outside.

Tr. Pkt. 25c Oz. 50c

Chinese Forget-Me-Not. White.

Tr. Pkt. 50c

*ELDER DAISY

Blooms earlier than "Alaska" and more abundantly, flowers somewhat smaller.

Tr. Pkt. 40c Oz. \$1.50

CENTAUREA—Cyanus

—Continued

Double, Atropurpurea. Maroon. \$0.15 \$0.50

Double, Ruby. Rich, deep ruby. .20 .75

Double, Choice Mixture15 .40

CENTAUREA, Large Flowered

Imperialis. Fine for cutting. Tr. Pkt. Oz.

Giant Rose \$0.20 \$0.75

Deep Lavender20 .75

Lilac20 .75

Purple20 .75

White20 .75

Favorita. Rose-Lilac20 .75

Imperial Giant. Mixed20 .75

VARIOUS CENTAUREAS

Americana (Basket Flower). A splendid native variety, growing 3 feet high and bearing immense thistle-like blooms of a rosy-lavender color. Very showy in the mixed border and splendid for cutting. Tr. Pkt. . . 15c Oz. . . 50c

Americana Alba. White.

Tr. Pkt. 15c Oz. 60c

Suaveolens (Yellow Sweet Sultan or Grecian

Cornflower). Very showy, large, bright yellow

flowers; sweetly scented and a popular sort for

cutting; lasting well. Tr. Pkt. . . 15c Oz. . . 45c

Moschata. Mixed Sweet Sultan.

Tr. Pkt. 15c Oz. 50c

CERASTIUM

Tomentosum (Snow in Summer). Abundant white flowers, white foliage.

Tr. Pkt. 30c Oz. \$1.00

CHRYSANthemum

Tr. Pkt. Oz.

Eastern Star. Light yellow \$0.15 \$0.40

Morning Star. Primrose-yellow. .15 .40

Evening Star. Sunflower yellow. .15 .40

Northern Star. Pure white.15 .40

Single Mixed15 .30

Double Mixed15 .30

All of above have dark centers.

*CHRYSANthemum

Perennial, but will flower the first season from seed if sown early in year. Excellent for cutting.

Shasta Daisy, "Alaska." Pure white.

Tr. Pkt. 40c Oz. \$1.50

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

CINERARIA A. B. C. "PRIZE," EXCEPTIONAL IN COLORING.



The development into flower of a Cyclamen as a commercial plant is no "child's play," and florist growers "who understand" will not speculate with so-called "bargain priced" seeds. The planting of "true Ferd. Fischer Strain" is not a speculation under reasonably normal culture.

TRUE FERD. FISCHER'S GIANT FLOWERED
CYCLAMEN SEED—Originator's Strain

	Per 100	Per 1,000	Per 2,500	Per 5,000	Per 10,000
Glowing Dark Red. Christmas red	\$1.00	\$ 8.25	\$20.00	\$37.50	\$74.00
Glowing Bright Red. Cherry red	1.00	8.25	20.00	37.50	74.00
Rose of Marienthal. Bright rose	1.00	8.25	20.00	37.50	74.00
Pure White	1.00	8.25	20.00	37.50	74.00
White with Carmine Eye	1.00	8.25	20.00	37.50	74.00
Glory of Wandsbek. Salmon red	1.25	9.00	21.00	40.00	78.00
Harlequin. Rainbow colors	1.00	8.25	20.00	37.50	74.00
Improved Rose of Zehlendorf.	1.25	9.00	21.00	40.00	78.00
Improved Perle of Zehlendorf.					
Dark salmon	1.25	9.00	21.00	40.00	78.00
Bonfire. Brilliant salmon	1.35	10.50	25.00	47.50	92.50
America. Golden salmon	1.35	10.50	25.00	47.50	92.50
New Ruffled. Dark salmon	1.35	10.50	25.00	47.50	92.50
New Ruffled. Rosy salmon	1.35	10.50	25.00	47.50	92.50
Liebesfeuer. Ruby salmon	1.50	12.00	27.50	52.50	100.00
Perle. Salmon, white edge	1.35	10.50	25.00	47.50	92.50
Lilac	1.00	8.25	20.00	37.50	74.00
Mixed	1.00	8.25	20.00	37.50	74.00
Roccoco. Red, rose or lilac, or white with eye	1.00	8.25	20.00	37.50	74.00

If you are in the market for Cyclamen seed in larger quantity than quoted herein and will indicate to us your needs, we will be glad to quote special price—the true "Ferd. Fischer Strain" has few, if any, competitors as to quality. Particularly does this refer to many of his exclusive and outstanding shades.

Ferd. Fischer's Cyclamen is now considered the "Standard" for American and Canadian culture.



TYPE OF FERD. FISCHER'S GIANT CYCLAMEN



One of the numerous Greenhouses utilized by Ferd. Fischer (Germany) for production of Giant Show Cyclamen Seed to supply American Bulb Co., Chicago and New York. Mr. Ferd Fischer in foreground.



DELPHINIUM—Hardy Larkspur
BELLADONNA IMPROVED (Clivenden Beauty)

- *DIANTHUS—Plumarius Cyclops
Various colors, with blood red eye. Tr. Pkt. . . . 25c Oz. . . . 75c
- DIANTHUS—Sweet Wivelsfield
Mixed. Tr. Pkt. . . . 35c 1/4 Oz. . . . 65c Oz. . . . \$2.00
- *DICTAMNUS—Gas Plant
Fraxinella Alba. Seed somewhat slow in germinating.
Tr. Pkt. . . . 25c Oz. . . . \$1.00
- DIDISCUS COERULEUS
Blue Lace Flower. Excellent for bouquets. Flowers continually from July until frost. A money maker for florists.
Tr. Pkt. . . . 25c 1/4 Oz. . . . 40c Oz. . . . \$1.00
- DIGITALIS—Foxglove
(Biennials)
Giant Shirley. A greatly improved strain.
Tr. Pkt. . . . 50c Oz. . . . \$2.50
Monstrosa (Mammoth Foxglove). Mixed.
Tr. Pkt. . . . 20c Oz. . . . 85c
Digitalis Gloxiniaeflora. White, purple, rose or mixed. Tr. Pkt. . . . 20c
- DIMORPHOTHECA
African Orange Daisy. Choice for cutting and adapted to forcing.
Tr. Pkt. . . . 25c Oz. . . . \$1.00
Hybrid Mixed. Tr. Pkt. . . . 25c Oz. . . . \$1.00
- DOLICHOS—Hyacinth Bean
Desirable Annual Climber.
Purple Violet. Tr. Pkt. . . . 10c Oz. . . . 20c
Daylight, White. Tr. Pkt. . . . 10c Oz. . . . 20c
- DRACAENA
Desirable as center plants for baskets, vases, etc. Seed must be rubbed out of hull before sowing.
Australis. Broad leaves. 1/4 Lb. \$2.25 Tr. Pkt. 15c Oz. \$1.00
Indivisa. Narrow green leaves. The popular kind for bedding or vases.
1/4 Lb. \$1.25 Tr. Pkt. 15c Oz. 40c
Dusty Miller. (See Centaurea and Cineraria Maritima.)
- *ECHINOPS RITRO—Globe Thistle
Silvery, thistle-like foliage and fine, steel-blue flowers.
Tr. Pkt. . . . 15c Oz. . . . 50c
- *ERYNGIUM—Sea Holly
Amethystinum. Tr. Pkt. . . . 50c Oz. . . . \$2.50
- ESCHSCHOLTZIA—California Poppy
Choice Mixed. All colors. Tr. Pkt. . . . 15c Oz. . . . 25c

DAHLIA

	Tr. Pkt.	Oz.
Double Large Flowering, Mixed.	\$0.50	\$2.25
Double Cactus, Mixed.40	4.00
Single, Coltness Strain.50	3.50
Single Collarette, Mixed.30	1.35
Single, Mixed.25	1.00

DAISY—Shasta

Perennial, but will flower the first season from seed if sown early in the year. Excellent for cutting.

*Shasta Daisy—"Alaska." Pure white. Tr. Pkt. . . . 25c Oz. . . . \$1.00	
*Maximum—"King Edward VII." Pure white. Tr. Pkt. . . . 20c Oz.60c	

*DELPHINIUM—Hardy Larkspur

"King" Hybrids (See Novelty Pages).	
Belladonna. Light turquoise blue. Tr. Pkt. . . 40c Oz. . . \$2.00 1/4 Lb. . \$7.00	
Belladonna Improved (Clivenden Beauty). Tr. Pkt. . . \$1.00 Oz. . . \$5.00	
Bellamosum. A rich, deep blue form of Belladonna. Tr. Pkt. . . 50c Oz. . . \$2.50	
Gold Medal Hybrids. Fine strain of mixed Hybrids. Tr. Pkt. . . 25c Oz. . . \$1.00	
Wrexham Hollyhock Strain. Tr. Pkt. . . 50c Oz. . . \$5.00	
Blackmore & Langdon's Hybrids. Tr. Pkt. . . \$1.00 Oz. . . \$5.00	
Chinense. Intense gentian blue, dwarf. Tr. Pkt. . . 35c Oz. . . \$1.00	

Delphinium (Continued)

Chinese Album. White dwarf. Tr. Pkt. . . . 20c Oz. . . . 75c	
Formosum. Deep blue with white center. Tr. Pkt. . . . 50c Oz. . . . \$3.00	
Cardinale. Scarlet. Tr. Pkt. . . 50c Oz. . . \$3.00	
Zalil or Sulphureum. Yellow, orchid-like flowers. Tr. Pkt. . . \$1.00 1/4 Oz. . . \$2.50	
Chinensis. Blue Butterfly. Ultramine blue. Tr. Pkt. . . 40c Oz. . . \$1.50	

DIANTHUS—Hardy Pink

*Allwoodii (New Perpetual Hardy Pinks). Pkt. of 100 Seeds. \$1.00	
*Allwoodii Alpinus. Fine for rockeries and walls. 100 Seeds. . . \$1.00 1,000 Seeds. . . \$6.50	
*Latifolius Atrococcineus fl. pl. Rich, fiery scarlet-crimson. Tr. Pkt. . . 25c Oz. . . \$1.50	
*Plumarius Single Mixed (Pheasant Eye Pink). Tr. Pkt. . . 25c Oz. . . 75c	
*Plumarius Double Mixed (Hardy Garden Pinks). Tr. Pkt. . . 35c Oz. . . \$2.00	
*Plumarius Semperflorens (Ever-blooming Hardy Pinks). Mixed colors. Tr. Pkt. . . 50c Oz. . . \$2.50	
*Dwarf Erfurt. Double mixed. Tr. Pkt. . . 40c Oz. . . \$2.00	
*Clove-Scented. Mixed. Perennial. Tr. Pkt. . . 50c Oz. . . \$2.50	

DIANTHUS—Pinks (Annual)

Double Fireball. Fiery red. Tr. Pkt. . . 20c Oz. . . \$1.00	
Heddwigii. Double Japan. Best mixed. Tr. Pkt. . . 15c Oz. . . 60c	
Giant Double Annual. Mixed. Tr. Pkt. . . 15c Oz. . . 75c	

*EUPATORIUM—Thoro Wort

Purpureum. Wine red. Tr. Pkt. . . 25c Oz. . . \$1.50	
---	--

EUPHORBIA

Heterophylla (Mexican Fire Plant). Tr. Pkt. . . 15c Oz. . . 75c	
Variegata (Snow-on-the-Mountain). Tr. Pkt. . . 15c Oz. . . 50c	

FEVERFEW—Matricaria

Double White. Extra for cut flowers. Tr. Pkt. . . 15c Oz. . . 50c	
--	--

FORGET-ME-NOT

"Susanne." Best variety for cut flowers. Pkt. . . \$1.00 6 Pkts. . . \$5.00	
--	--

GAILLARDIA

(Annual Varieties). Picta Single. Mixed. Tr. Pkt. . . 15c Oz. . . 40c	
Picta Lorenziana Double. Mixed. Tr. Pkt. . . 15c Oz. . . 40c	

GAILLARDIA

*The Dazzler. The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists. Tr. Pkt. . . 50c Oz. . . \$2.00	
*Portola Hybrids. These are hybrids of the well-known Portola variety and reproduce quite satisfactory from seed. This is a red with a golden tip. \$0.50 \$2.50	
*Grandiflora Compacta. A compact variety, forming bushy plants 12 to 15 inches high. 15 1.00	
*Grandiflora Superb Mixed. 15 .50	
*Tangerine. True tangerine color. 25 2.00	
*Bremen. Coppery scarlet with brown disc, marguerite-shaped flower. 30	
*Burgundy. Beautiful wine red. 50	

Note: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.
WE SUPPLY A SPECIAL STRAIN OF DELPHINIUM PLANTS FOR UNDER-GLASS CULTURE.



*GALEGA

Bicolor Hartlandi. White and lilac.
Tr. Pkt.....20c Oz.....75c

GAMOLEPIS

Tagetes. A beautiful edging plant, with daisy yellow-like flowers. Tr. Pkt...25c Oz...\$1.25

GAURA LINDHEIMERI

Fine for large groups.
Tr. Pkt.....20c Oz.....75c

*GENTIANA ACAULIS

Gentian Blue, 5 in. Tr. Pkt...50c Oz...\$3.50

*GENTIANA LUTEA

Yellow, 40 in. Tr. Pkt....35c Oz....\$1.50

GERANIUM

Zonale. Single mixed. Tr. Pkt...35c Oz...\$1.50

GERBERA

(See illustration opposite)

Excellent for pots or cut flowers.

Jamesoni. Scarlet shades.

100 Seeds....\$1.00 1,000 Seeds....\$8.50

Jamesoni. Mixed Hybrids.

100 Seeds....60c 1,000 Seeds....\$4.00

*GEUM—Avens

Atrosanguineum fl. pl.

Tr. Pkt.....25c Oz.....\$1.50

Mrs. Bradshaw. Large, double brilliant orange-scarlet; in flower throughout the entire summer.
Tr. Pkt.....25c Oz.....\$1.50

GILLIA—Capitata

A pretty annual for cutting, with heads of lavender-blue flowers.

Tr. Pkt.....15c Oz.....30c

GLOBE AMARANTH

A useful, everlasting and used in bedding, especially in semi-shady beds.

Mixed. All colors. Tr. Pkt....15c Oz...35c

GLOXINIA

Hybrida Grandiflora. Choicest mixed.

1/2 Tr. Pkt.....60c Tr. Pkt.....\$1.00

GODETIA—Satin Flower

Tall, Double Azalea-Flowered Carminea (double Schamini). We highly recommend the Schamini type, which might be called tall Azalea-flowered. Produced on long stems. A particularly useful variety is Carminea, being a pink with a very striking marking.

Tr. Pkt.....25c Oz.....75c

Dwarf Double Azalea-Flowered Carminea. Can be described as a dwarf growing form of the tall, double Carminea, which has become so popular for a cut flower. This we recommend highly for pot culture. This plant is so floriferous that when it is in full bloom it is nothing but flower. It can be called an annual Azalea.

Tr. Pkt.....25c Oz.....75c

Gloriosa. Blood-red. Tr. Pkt...15c Oz...50c

Rosamond. Shell-pink. Tr. Pkt...15c Oz...50c

Mixed. All colors. Tr. Pkt...15c Oz...50c

GOMPHRENA—Globe Amaranth

Splendid everlasting; excellent for cutting.

Nana Compacta Red. Purple-red.

Tr. Pkt.....15c Oz.....35c

Aurea Superba (Haageana). Orange-yellow.

Tr. Pkt.....20c Oz.....75c

Mixed Colors. Tr. Pkt....15c Oz....35c

GOURDS—Ornamental

Mixed, Various Sorts. Tr. Pkt...15c Oz...25c

GRASSES—Ornamental

Pennisetum Rueppelianum (Purple Fountain Grass). Tr. Pkt.....20c Oz.....\$1.50

Longistylum. Tr. Pkt.....15c Oz.....50c

Above used largely for bordering canna beds.

GREVILLEA—Silk-Oak

Ornamental foliage plant for vases, etc. Easily raised from seed. Tr. Pkt....20c Oz...85c

GYPSOPHILA—Baby's Breath

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

Elegans Grandiflora Alba. "Paris Market," an improved strain. 1/4 Lb....60c Lb....\$1.75

Tr. Pkt.....15c Oz.....25c

Numerous growers make several sowings of Paris Market "Baby's Breath" during spring and summer season. Provides excellent cut flower material.

Elegans Grandiflora Rosea. 1/4 Lb....75c;

Tr. Pkt.....15c Oz.....30c

*Paniculata, Single. Tr. Pkt...25c Oz...60c

*Paniculata, Double. Tr. Pkt...50c Oz...\$4.00

*Pacifica. Rose-colored.

Tr. Pkt.....50c Oz.....\$3.00

HARDY GYPSOPHILA "EHRLEI" AND "BRISTOL FAIRY"

(Offered in perennial plant pages of this book) exceptional for cutting.

*HELENIUM—Sneeze Wort

Strong-growing hardy perennials, giving an enormous crop of flowers, in late summer.

Autumnale Superbum. Golden-yellow flowers;

5 to 6 feet. Tr. Pkt....25c Oz....\$1.00

Riverton Beauty. Rich lemon-yellow, with a large purplish-black cone; 4 feet.

Tr. Pkt.....25c Oz.....\$1.50

*HEUCHERA SANGUINEA

Coral Red. Tr. Pkt.....50c

Rosy Glow. Giant plant, massive flower of fine rose-pink, on white ground. Very beautiful.

Tr. Pkt.....40c

HELIANTHUS—Sun Flower

(Annual Varieties)

Chrysanthemum Flowered. Double yellow.

Tr. Pkt.....15c Oz.....25c

Cucumerifolius (Miniature Sun Flower). Single

yellow. Tr. Pkt.....15c; Oz.....50c

Cut and Come Again. Single yellow.

Tr. Pkt.....15c Oz.....25c

Double Globe (Globosus Fistulosus). Rich yellow.

Tr. Pkt.....15c Oz.....25c

Dwarf Double (Globe of Gold). Deep yellow.

Tr. Pkt.....15c Oz.....25c

New Red. Extra large flowers; some are rich chestnut red, others tipped with yellow.

Tr. Pkt.....15c Oz.....40c

Oscar Wilde. Single yellow, with black center.

Tr. Pkt.....15c Oz.....25c

Russian. Large yellow; single. Oz.....5c

Stella. Single yellow, black center.

Tr. Pkt.....15c Oz.....50c

*Angustifolius. Blooms in late autumn. Very tall, yellow flower with black center. Good cut

flower. Tr. Pkt.....30c Oz.....\$1.25

*Maximilian. Early flowering, yellow.

Tr. Pkt.....50c Oz.....\$2.50

HELICHRYSUM—Strawflowers

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

Fireball. Showy, deep crimson. Tr. Pkt. Oz. Lb. \$0.10 \$0.50 \$5.00

Golden Ball. Clear golden-yellow. .10 .50 5.00

Canary Yellow Buttercup. .10 .50 5.00

New. .10 .50 5.00

Rose-Carmine. .10 .50 5.00

Rose-Pink. .15 .75 7.50

Salmon-Pink. .10 .50 5.00

Silver Pink, White, Violet or

Mixed. All colors. .10 .50 5.00



GERBERA—SOUTH AFRICAN DAISY
We have a particularly fine strain of this popular cut flower.

*GIANT HIBISCUS—Marshmallow

Crimson Eye. White, crimson eye.

Tr. Pkt.....20c Oz.....60c

Moscheutos Roseus. Large, pink.

Tr. Pkt.....15c Oz.....80c

HELIOTROPE

Lemoine's Giant. Excellent large flowering strain.

Tr. Pkt.....40c Oz.....\$2.00

Choice Mixed. Tr. Pkt....25c Oz....\$1.00

*HOLLYHOCK

Extra fine Chaters' strain, producing a very large percentage of double flowers.

Double Pink, Rose-Pink, Scarlet, Crimson, Salmon, White, Yellow or Maroon.

Tr. Pkt.....20c Oz.....\$1.25

Double Mixed. Tr. Pkt....20c Oz....\$1.00

Single Everblooming Mixed.

Tr. Pkt.....20c Oz.....85c

Double Everblooming Mixed.

Tr. Pkt.....20c Oz.....\$1.00

Exquisite. Very large flowers with beautifully curled and fringed white-margined petals, each adorned with a long blotch in various shades of red. (Exceptional.)

Tr. Pkt.....25c Oz.....\$2.00

Imperator. Mixed Colors.

Tr. Pkt.....50c Oz.....\$3.00

(See novelty pages for illustration.)

HUMULUS—Japanese Hop

Rapid growing annual climber, quite ornamental.

Japonicus. Green foliage.

Tr. Pkt.....15c Oz.....35c

Folius Variegatus. Foliage mottled white.

Tr. Pkt.....15c Oz.....50c

HUNNEMANNIA—Bush Escholtzia

Fumariaefolia. Produces flowers from July till frost. Desirable for cutting.

Tr. Pkt.....15c Oz.....50c

HYACINTH BEAN (See Dolichos)

NOTE: All of the above are treated as Annuals, excepting kinds marked thus (*), which are Perennials.

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED ABSOLUTELY DEPENDABLE.



ANNUAL LARKSPUR (Giant Imperial Type)

IBERIS—Hardy Candytuft

- ***Gibraltarica Hybrida.** White shading to lilac.
Tr. Pkt.20c Oz.....\$1.00
***Sempervirens.** The popular hardy white variety.
Tr. Pkt.50c Oz.....\$3.50

ICE PLANT

- Mesembryanthemum Crystallinum.**
Tr. Pkt.15c Oz.....50c

IMPATIENS—Sultan's Balsam

- Splendid for house and conservatory; fine for pot plant.
Sultani. Vermilion. Tr. Pkt.40c
Sultani Hybrids. Mixed. Tr. Pkt.40c
Holsti. Vermilion. Tr. Pkt.40c
Holsti Hybrids. Mixed. Tr. Pkt.40c

IPOMOEA—Moonflower

- Noctiflora** (Moonflower). (Mexicana Grandiflora Alba.)
1/4 Lb.\$1.25 Tr. Pkt.15c Oz....40c
Heavenly Blue (Rubro-Coerulea).
Tr. Pkt.20c Oz.....\$1.50
Setosa (Brazilian Morning Glory). Red.
Tr. Pkt.15c Oz.....30c

KOCHIA

- Summer Cypress** or Mexican Fire Bush Childsi.
Improved strain.
Tr. Pkt.10c Oz....20c Lb....\$2.00

LANTANA

Desirable for bedding, pot culture or vases.

- Dwarf Compacta.** Mixed.
Tr. Pkt.15c Oz.....50c
Hybrida. Tall, mixed.
Tr. Pkt.15c Oz.....40c

*LATHYRUS—Everlasting or Hardy Sweet Pea

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc., continually in bloom; fine for cutting.

- Latifolius "White Pearl."** The finest white.
Tr. Pkt.20c Oz.....85c
Pink Beauty. Rosy pink.
Tr. Pkt.20c Oz.....75c
Red. Rosy red.
Tr. Pkt.20c Oz.....75c
Mixed. All colors.
Tr. Pkt.15c Oz.....60c

*LAVANDULA VERA

- True Sweet Lavender.**
Tr. Pkt.15c Oz.....75c

*LIATRIS PYCNOSTACHYA

(See illustration in Perennial plant pages of this book.) This perennial is one of the most attractive items both as a cut flower, or in the garden. It blooms in midsummer and throws up long, narrow spikes of rich purple flowers four feet high. Seeds should be sown early in the spring, or July and August.

- Tr. Pkt. ...35c 1/4 Oz...50c Oz...\$1.80

*LIATRIS SCARIOSEA

A companion to the above with rose-purple flowers which are produced in a more spreading fashion than "Pycnostachya."

- Tr. Pkt. ...35c 1/4 Oz...50c Oz...\$1.80

*LILIUM REGALE

- Tr. Pkt.25c Oz.....\$1.25
For price of bulbs, see Lily page in this book.

*LINARIA—Macedonia Speciosa

Reselected. This is a very fine perennial, easily grown from seed, and is undoubtedly the best yellow perennial that can be grown for general use. It is hardy and can be used where medium height is needed in rock garden work, etc. Tr. Pkt.35c Oz.....\$2.00

LINARIA

***Cymbalaria** (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A beautiful, hardy perennial trailing plant, suitable for baskets, vases, pots and rock work.

- Tr. Pkt.25c Oz.....\$2.00

SPECIAL

We highly recommend the "Liatris Family" for summer cut-flowers. Exceptional for arranging with orange Marigolds Tagetes, "Guinea Gold," etc. See plant offering of this family in perennial plant pages of this book.

LARKSPUR, ANNUAL

An exceptional Annual for cut flowers either under glass or in the open.

Now practically indispensable to the florist trade either as regards production for wholesale market or your own retail outlet. (Particularly recommended to plant under glass, when mums are through or later.) California growers have the past few years been vying with each other in the introduction of up-to-date cut flower shades; the "Giant Imperial" type is particularly recommended.

GIANT IMPERIAL TYPE

These Larkspurs are ideal for cut flowers as the flower stems, three to four feet long, branch from the base of the plant (see illustration opposite), much superior we believe to the tall stock flowered for cut flowers.

Miss California (New). Rich, deep pink suffused salmon. This is a deep and especially attractive color.

- Tr. Pkt. ...25c Oz....\$1.20 Lb....\$15.00

Carmine King. Rich carmine rose, deep enough to be placed between Miss California and Newport Pink. We find this the most attractive shade on the list.

- Tr. Pkt. ...25c Oz....\$1.20 Lb....\$15.00

Blue Spire. Intense deep oxford blue.

- Tr. Pkt. ...25c Oz....\$1.20 Lb....\$15.00

White Spire. Pure white.

- Tr. Pkt. ...25c Oz....\$1.20 Lb....\$15.00

Exquisite Pink. Imp. Soft pink shaded salmon.

- Tr. Pkt. ...25c Oz....75c Lb....\$10.00

Exquisite Rose. Rose pink.

- Tr. Pkt. ...25c Oz....75c Lb....\$10.00

Lilac Spire. Lilac.

- Tr. Pkt. ...25c Oz....\$1.20 Lb....\$15.00

Gloria. Rich, deep, rose. A distinct new florist shade.

- Tr. Pkt. ...25c 1/4 Oz...75c Oz....\$2.00

Peach Blossom.

- Tr. Pkt. ...25c 1/4 Oz...60c Oz....\$2.00

Imperial Mixed Larkspur.

- Tr. Pkt.25c 1/4 Oz.....35c
Oz.....\$1.00 Lb.....\$10.00

LARKSPUR

TALL BRANCHING STOCK FLOWERED TYPE

Empress. Rose pink.

- Tr. Pkt. ...25c Oz....75c Lb. ...\$10.00

Los Angeles. Rose on salmon ground.

- Tr. Pkt. ...25c Oz....\$1.00 Lb....\$12.00

La France. Pleasing salmon pink.

- Tr. Pkt. ...25c Oz....60c Lb....\$ 8.00

Sky Blue.

- Tr. Pkt. ...25c Oz....60c Lb....\$ 5.50

Dark Blue.

- Tr. Pkt. ...25c Oz.. 50c Lb....\$ 5.50

Lilac.

- Tr. Pkt. ...25c Oz. 50c Lb....\$ 5.50

Rosy Scarlet.

- Tr. Pkt. ...25c Oz.. 50c Lb... \$ 5.00

White.

- Tr. Pkt. ...25c Oz. 50c Lb. . \$ 5.50

Newport Pink (Lustrous carmine).

- Tr. Pkt. ...25c Oz.. 50c Lb.. \$ 5.00

Mixed.

- Tr. Pkt. ...15c Oz.. 40c Lb. \$ 3.75

LARKSPUR

Hyacinth Flowered. Dark blue, pink, white, purple, lilac or mixed.

- Tr. Pkt. ...25c Oz.. 80c Lb....\$8.00

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

NASTURTIUM "GOLDEN GLEAM," A DESIRABLE CUT FLOWER.



LOBELIA

Sow early to get best results.

Barnard's Perpetual. Dwarf blue, white eye.
Tr. Pkt.....30c Oz.....\$1.50

Speciosa. Dark blue, trailing.
Tr. Pkt.....25c Oz.....\$1.00

Crystal Palace Compacta. Dwarf dark blue.
Tr. Pkt.....25c Oz.....\$2.00

Emperor William. Dwarf, light blue.
Tr. Pkt.....25c Oz.....\$1.25

Erinus Gracilis. Light blue, trailing.
Tr. Pkt.....15c Oz.....75c

Sapphire. Deep blue, white eye, trailing.
Tr. Pkt.....40c Oz.....\$2.00

White Gem. Dwarf, white.
Tr. Pkt.....30c Oz.....\$1.75

Bedding Queen. Blue, white eye.
Tr. Pkt.....30c Oz.....\$2.00

*Cardinalis—Cardinal Flower. Tr. Pkt.....50c

*Syphilitica Blue. Tr. Pkt.....50c

LEPTOSYNE

Maritima. Yellow. 24 in.
Tr. Pkt.....25c Oz.....\$1.25

Stillmanii. Golden yellow. 18 in. Excellent for cutting. Blooms six weeks after sowing.
Tr. Pkt.....25c Oz.....\$1.25

*LINUM

Perenne (Perennial Flax). Blue.
Tr. Pkt.....15c Oz.....50c

Narbonense. Steel blue. Large flowering.
Tr. Pkt...40c 1/4 Oz...\$1.00 Oz...\$2.50

Flavum. Yellow.
Tr. Pkt...40c 1/4 Oz...\$1.00 Oz...\$2.50

LUNARIA—"Honesty"

Alba. Admired for its silvery seed panicles.
Tr. Pkt.....15c Oz.....65c

LUPINUS, ANNUAL

Fine for forcing; splendid cut flower.

Pink, Rich Blue, Sky Blue, White, Scarlet, White Tipped Rose or Yellow.
Tr. Pkt....15c Oz....35c Lb....\$3.25

New Hartwegii Giants. A much improved strain of annual Lupinus. Mixed colors.
Tr. Pkt.....35c Oz.....\$2.00

*LUPINUS POLYPHYLLUS—Lupine

Effective plants, producing large spikes of flowers: blooming in May and June. They require only well-prepared garden soil, preferably in a semi-shady location. 3 feet.

Moerheimi. Soft Pink.....\$0.30 1.00

Princess Juliana. Shell pink.....30 1.25

Sunshine. Golden yellow.....30 1.00

Downers New Hybrids.....30 1.00

Polyphyllus. Rose.....20 .70

Polyphyllus. Blue.....15 .40

Polyphyllus. White.....15 .40

Polyphyllus Mixed.....15 .40

*LYCHNIS—Rose Champion-Jerusalem Cross

Chalcedonica. Fine scarlet flowers.
Tr. Pkt.....20c Oz.....65c

MARIGOLD—Tall African Varieties

Tall African "Alldouble." Last year "Alldouble Orange" was introduced and immediately became a favorite. This year "Alldouble Lemon"

Tagetes (MARIGOLD)

"All-Double"

Orange and

"Guinea Gold"

intermingled

with

"Liatris"

(see previous

page).

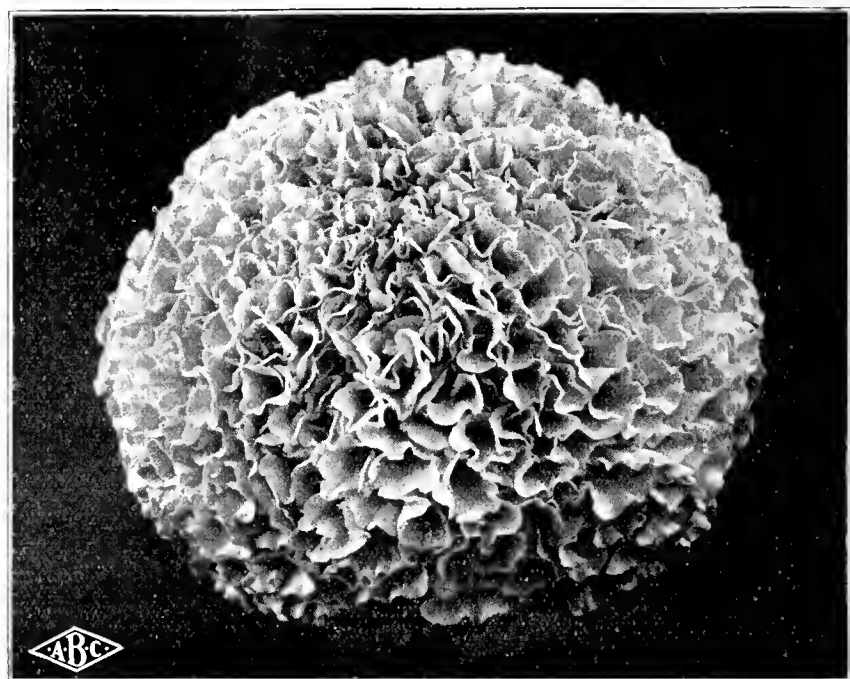
Provides a

"Happy Tone"

combination

for basket work,

etc.



MARIGOLD—TALL AFRICAN "ALL-DOUBLE" ORANGE

Marigold—Tall African Varieties—Cont'd

is added to the list. Both varieties usually produce 95 per cent of large, double blooms.

"Alldouble Orange."
Tr. Pkt...50c 1/4 oz...75c Oz...\$2.00

"Alldouble Lemon."
Tr. Pkt...50c 1/4 oz...75c Oz...\$2.00

"Orange Ball." Double orange.
Tr. Pkt...20c Oz...\$1.00 Lb...\$12.00

"Lemon Ball." Clear lemon-yellow.
Tr. Pkt...20c Oz...\$1.00 Lb...\$12.00

Guinea Gold. Beautiful orange.
Tr. Pkt...50c 1/4 oz...\$1.00 1/2 oz...\$1.75

Oz.....\$3.00 1/4 Lb.....\$9.00

Tall African Mixed.
Tr. Pkt.....15c Oz.....60c

Dwarf Varieties

Pride of Garden (Dwarf African). Golden yellow. Tr. Pkt.....15c Oz.....50c

"Legion of Honor." Single, golden yellow with crimson spot.
Tr. Pkt....15c Oz....45c Lb....\$4.25

"Electric Light." Double Legion of Honor.
Tr. Pkt.....15c Oz.....45c

Dwarf, Gold Striped. Brownish red, striped yellow. Tr. Pkt.....15c Oz.....45c

Dwarf, French Mixed.
Tr. Pkt...15c Oz...35c Lb...\$4.00

Dwarf, Lilliput. Very dwarf, excellent for pots.
Tr. Pkt.....15c Oz.....50c

Tall French Single "Josephine." Single, dark crown with edging of gold and a glint of crimson. Very desirable for pot plants.
Tr. Pkt.....15c Oz.....60c

MARIGOLD—Dwarf French

"Robert Beist" Selected Strain

This dwarf French Marigold is very desirable as a cut flower. The blooms measuring about the equivalent of a fifty-cent coin and the color combination most pleasing, namely, velvety reddish brown with small golden center. Robert Beist is a particularly free bloomer and for retail cut flower work, also as a pot plant for Mothers' Day sales, should prove worth growing in some quantity.

Robert Beist. Tr. Pkt....25c Oz....\$1.00

MARIGOLD—Giant French

"Pulchra-Plena." Brown and gold. Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting. Tr. Pkt.....25c Oz.....\$1.00

MARVEL OF PERU—Four O'Clock

Mixed Colors.. Oz.....10c 1/4 lb....30c

MATTHIOLA

Bicornis. Evening-scented stock, purplish lilac.
Tr. Pkt.....15c

MATRICARIA—Feverfew

Capensis fl. pl. Double white; choice cut flower. Tr. Pkt.....20c Oz.....50c

Golden Ball. Of compact habit with densely double golden yellow blooms which completely cover the plant; exceptional for bedding.
Tr. Pkt.....35c Oz.....\$1.25

MESEMBRYANTHEMUM

Crystallinum. Ice plant. White flowers.
Tr. Pkt.....15c Oz.....40c

MIGNONETTE

Desirable for cutting. Fragrant.

Allen's Defiance. Tr. Pkt...15c Oz...40c

"The Ball." For those florists who grow Mignonette under glass, we recommend this strain as being the best cutting variety because of its heavy, closely set, long spikes and attractive color.

Tr. Pkt...\$1.00 3 Tr. Pkts...\$2.50 Oz...\$7.00

Bismarck. Large, compact spikes.
Tr. Pkt.....20c Oz.....75c

Golden Machet. Golden yellow.
Tr. Pkt.....15c Oz.....75c

Goliath. Extra large spikes.
Tr. Pkt.....25c Oz.....\$1.00

New York Market. Greenhouse grown; one of the finest for forcing.
1/8 oz...\$1.25 Tr. Pkt...50c Oz...\$8.00

Machet. Red; fine spikes.
Tr. Pkt.....15c Oz.....65c

Sweet Scented. Odorata. Oz.....15c

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

A. B. C. "SUPREME" LAWN GRASS SEED IS DEPENDABLE



TYPE OF A. B. C. "DE LUXE" PANSY MIXTURE

MIMOSA—Sensitive Plant

Pudica. Tr. Pkt.....15c Oz.....40c

MIMULUS

Moschatus (Musk Plant). Tr. Pkt.....50c
Tigrinus (Monkey Flower). Tr. Pkt.....35c
Moonflower (See Ipomoea).
Morning Glory (See Convolvulus).
Mourning Bride (See Scabiosa).

MINA LOBATA

Climber. Rosy carmine. Tr. Pkt.....25c

MOMORDICA

	Tr. Pkt.	Oz.
Balsamina (Balsam Apple).....	\$0.15	\$0.35
Charantia (Balsam Pear).....	.15	.35

MUSA

Ensete (Abyssinian Banana).
25 Seeds.....75c 100 Seeds.....\$2.00

MYOSOTIS—Forget-Me-Not

(Biennials) Standard Varieties.

	Tr. Pkt.	Oz.
Alpestris Victoria. Dwarf blue...	\$0.40	\$2.00
Dissitiflora. Early bloomer, dark blue50	4.00
Eliza Fanrobert (Robusta Grandiflora). Blue, fine for pots.....	.30	1.50
Messidor. Deep blue. Late blooming. 12 inches.....	.40	2.00
Marga Sacher. Deep sky blue, with extra large flowers.....	.50	
Palustris. Deep blue. The true marsh Forget-Me-Not. Perennial35	2.00
Semperflorens. Everblooming....	.40	2.00
Royal Blue. Rich blue.....	.25	1.00
Ruth Fischer. Fine blue.		
1-16 Oz...\$1.2550	...
Pink Bouquet. 1/4 Oz...75c.....	.30	...
Alpestris, Mixed. All colors.....	.15	.60

MYOSOTIS—Forget-Me-Not "Susanne"

Per Pkt.....\$1.00 6 Pkts.....\$5.00
Seed of above planted in April-May usually produce good blooming plants for Christmas holidays. Especially desirable for St. Valentine's Day.

NASTURTIUM

"Golden Gleam." A new Nasturtium of semi-trailing habit. Sweet-scented and especially recommended for cut flowers. (See novelty pages in this book for illustration.)

Tr. Pkt.....25c 1/2 Oz.....40c
Oz.....75c 1/4 Lb.....\$2.00**Dwarf or Tom Thumb Varieties.**

Empress of India. Crimson; dark foliage.

1/4 Lb..40c Lb..\$1.25 Oz..15c

Golden King. Golden yellow.

1/4 Lb..40c Lb..\$1.25 Oz..15c

King Theodore. Crimson-maroon. Dark foliage.

1/4 Lb..40c Lb..\$1.25 Oz..15c

Salmon Pink.

1/4 Lb..40c Lb..\$1.25 Oz..15c

Dwarf Flowering. Mixed.

1/4 Lb..35c Lb..\$1.20 Oz..10c

Dwarf Liliput. Mixed. Fine for pots.

1/4 Lb..50c Lb..\$1.50 Oz..15c

NASTURTIUM**Climbing or Trailing Varieties.**

King Theodore. Crimson-maroon. Dark foliage.

1/4 Lb..30c Lb..\$1.00 Oz..10c

Mme. Gunther's Hyb.

1/4 Lb..30c Lb..\$1.00 Oz..10c

Nasturtium (Continued)

Pink.. 1/4 Lb...30c Lb.. \$1.00 Oz...10c

Scarlet. 1/4 Lb...30c Lb.. \$1.00 Oz...10c

Golden Yellow.

1/4 Lb...30c Lb... \$1.00 Oz... 10c

Tall Giant Flowering. Mixed.

1/4 Lb... 30c Lb....\$1.00 Oz.... 10c

Mme. Gunther Hybrids. Mixed.

1/4 Lb...30c Lb.... \$1.00 Oz.. 10c

Lobb's Climbing. Mixed.

1/4 Lb...30c Lb....\$1.00 Oz... 15c

NEMESIA**Compacta. Blue gem. 9 inches.**

Tr. Pkt.....50c 1/8 Oz.....\$1.00

Varying in color from creamy white to deep orange and carmine. Excellent for bedding.

Mixed. Tr. Pkt.....35c Oz.....\$1.80

NICOTIANA—Ornamental Tobacco

Showy sweet-scented annual plants, giving a continuous display of summer flowers.

Tr. Pkt. Oz.

Affinis. Fragrant, white.....\$0.15 \$0.35

Affinis Hybrida. Mixed......15 .40

Sanderæ. Red15 .50

NIEREMBERGIA

For baskets, vases or bedding out.

Frutescens. White, tinted lilac.

Tr. Pkt.....30c Oz.\$4.00

ODONTOSPERMUM SERICEUM

Golden yellow. A new plant from the Canary Island. (See novelty pages for complete description.) Tr. Pkt.....\$1.00

A. B. C. "SUPREME" PANSIES

A. B. C. DE LUXE MIXTURE

This strain is superior to anything offered in the line of Pansies. Originally we only had a very limited supply of this seed and sold same only in small quantities. The demand was always greater than the supply. Because of its brilliant colors, long stems, numerous flowers and early flowering habit, this strain is well suited both for forcing and outdoors.

Tr. Pkt...\$1.00 3 Tr. Pkts...\$2.50 Oz...\$15.00

PANSY ROGGLI

"Improved Swiss Giants." The flowers are flat, of excellent substance, of immense size, and the mixture shows outstanding and very attractive colors, mostly large blotched.

ROGGLI**"Improved Swiss Giants Mixed."**

Tr. Pkt.....50c 3 Tr. Pkts...\$1.25 Oz.....\$7.00

"Lake of Thun." A solid blue pansy with dark blue blotches.

Tr. Pkt.....75c 3 Tr. Pkts...\$2.00 Oz.....\$8.00

"Cardinal Shades."

Tr. Pkt.....75c 3 Tr. Pkts...\$2.00 Oz.....\$8.00

"Golden Yellow."

Tr. Pkt.....75c 3 Tr. Pkts...\$2.00 Oz.....\$8.00

STEELE'S PANSY MIXTURES**Jumbo Mixed. Gigantic flowers.**

1-32 Oz... 85c 1-16 Oz...\$1.25 1/8 Oz... \$2.25

1/4 Oz... \$4.25 1/2 Oz... \$8.25 Oz...\$16.00 2 Oz... \$31.00

Supplied to us direct by Steele.

"400" Mixed. A super Swiss strain. Grand in size, form, color, substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

1-16 Oz...85c 1/8 Oz...\$1.25 1/4 Oz... \$2.50

1/2 Oz... \$4.75 Oz...\$9.00 2 Oz...\$17.00 4 Oz...\$30.00

Miracle Mixed. Finest types of our strains, latest novelties.

1-16 Oz... 65c 1/8 Oz...\$1.00 1/4 Oz... \$2.00

1/2 Oz... \$3.75 Oz...\$7.00 2 Oz...\$13.00 4 Oz...\$25.00

Masterpiece Mixed. Long stems. Best for cut flowers.

1-16 Oz... 85c 1/8 Oz...\$1.50 1/4 Oz... \$2.75

1/2 Oz...\$5.25 Oz...\$10.00 3 Oz...\$27.00 4 Oz...\$34.00

Greenhouse Special Mixed. Fine market strain.

1-16 Oz... 50c 1/4 Oz... \$1.00 1/4 Oz... \$1.50

1/2 Oz...\$2.75 Oz...\$5.00 2 Oz...\$9.00 3 Oz...\$13.50

4 Oz... \$17.50

PANSIES

A. B. C. "Private Stock. Fancy Exhibition Mixture. A. B. C. "Private Stock" is a really outstanding "all-purpose" mixture and has given the utmost satisfaction both for cut flowers and plant sales.

Tr. Pkt... 50c 1/8 Oz... \$1.25 1/4 Oz... \$2.00 Oz... \$6.50

Maple Leaf. Giant mixed. Distinct.

Tr. Pkt... \$2.00 1/4 Oz... \$4.50 Oz... \$16.00

A. B. C. GIANT PANSIES

	Tr. Pkt.	1/4 Oz.	Oz.
Apricot	\$0.50	\$0.80	\$3.00
Adonis. Light blue.....	.30	.50	1.65
Bridesmaid. Apple blossom pink50	.75	2.25
Black-Blue30	.50	1.65
Bugnot. Shades of red, bronze..	.35	.80	3.00
Cardinal. Brilliant red.....	.30	.50	2.00
Cecily. Steel blue.....	.50	.75	2.75
Emperor William. Blue.....	.30	.50	1.65
Giant Prize. Azure blue.....	.30	.50	1.65
Golden Queen. Golden-yellow..	.30	.50	1.65
Hortensia Red30	.50	1.65
King of the Blacks.....	.30	.50	1.65
Lord Beaconsfield. Pure violet..	.30	.50	1.65
Madame Perret. Shades of pink and rose30	.60	2.00
Peacock. Blue, claret and white..	.30	.50	1.65
Prince Henry. Dark blue.....	.30	.50	1.65
Dark Brown Shades.....	.30	.60	2.00
Pure Yellow30	.50	1.65
Snow Queen. Pure white.....	.30	.50	1.65
Striped and Mottled.....	.30	.50	1.65
White with Eye30	.50	1.65
Yellow with Eye30	.50	1.65
Giant Trimardeau. Choice mixed.			
Tr. Pkt... 20c 1/4 Oz... 50c Oz... \$1.50			
1/4 Lb... \$4.50 Lb... \$16.00			

PANSY, ORDINARY MIXTURE

Tr. Pkt.....25c 1/4 Oz.....50c Oz... \$1.50

***PENTSTEMON**

Sensation. Largely used for bedding; should be treated the same as Petunias, Verbenas, etc.; mixed colors.

Tr. Pkt 35c Oz \$3.00

New Hybrids Mixed. Hardy perennial; large spikes.

Tr. Pkt. 35c Oz \$2.50

Barbatus Torreyi. Spikes of brilliant scarlet flowers;

height of 3 to 4 feet; mixed. Containing a great variety of sorts.

Tr. Pkt.....20c Oz... 75c

Note: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

A. B. C. "DE LUXE" PANSY MIXTURE IS EXCLUSIVE.



Petunias A. B. C. "De Luxe" Strains

Well grown Petunias, especially Double-Flowered varieties, also "Theodosia" and "Floretta," are now to be classed as a most important plant for Mothers' Day sales. Easily produced and providing quick profit. We beg to call particular attention to A.B.C. Double-Flowered "Seed Producing" Strain, positively the "last word" in double-flowering Petunias.

EVOLUTION OF THE PETUNIA

Reading from left to right: Petunia Hybrida, Petunia Grandiflora, Petunia Grandiflora Fringed, Petunia Giants of California, Petunia A. B. C. Double Seed Producing.

"PETUNIAS FOR PROFIT"

GIANT FLOWERED—Single

The largest flowering Petunias.

	Tr. Pkt.	1-64 oz.	1-32 oz.	1-16 oz.	1/8 oz.
Diener's Ruffled Monsters. A well named mixture	\$0.50	...	\$4.00	\$8.00	\$15.00
Diener's Giant Pink Glory. Ruffled flame rose pink.....	.50	...	3.00	6.00	12.00
German Empress. A true ruffled giant, veined violet-blue with dark throat50	\$1.50
Giants of California. A true giant-flowered mixture50	1.00	1.75	2.75	5.00
Giant Steel Blue. Very large, extra choice blue, richly veined and fringed	1.00	3.00	5.00
Princess of Wurttemberg. Rich rose with purple veins. Very richly colored50	1.50
Prince Wurttemberg. Dark crimson, black throat.....	.50	1.50
Ramona Strain Mixed. (See illustration on opposite page.) Choice selection from Dwarf Giants of California. We recommend this strain most highly both for pot plants and bedding.....	1.00	2.00	3.00	5.50	...
Theodosia. Large fringed pink with light throat	1.00	2.00	3.50	6.00	...
Purple Prince50	1.50
Brilliant Rose35	.75	1.25
Copper Red. A very attractive new shade. Tr. Pkt. \$1.00 3 Tr. Pks. \$2.50					
Pepita. Deep carmine and scarlet. Blotched white. Strongly waved and frilled.....	.50	1.50
Coerulea. Delicate blue. Veined with dark blue.....	.50	1.50
Kermesina. Crimson, fine.....	.50	1.50

LARGE FLOWERING—Single

Grandiflora fringed. Popular kind for bedding and pot culture. Tr. Pkt. 1-32 oz. 1-16 oz. 1/8 oz.				
Fimbriata, single mixed. Finely fringed mixture	\$0.50	\$1.50	\$2.50
Fluffy Ruffles. A finely fringed mixture..	.50	1.50	2.50
Pink Triumph. Fringed, large deep rose..	.75	2.00	3.50

LARGE FLOWERING—Single—Continued

	Tr. Pkt.	1-32 oz.	1-16 oz.	1/8 oz.
Romany Lass. Finely fringed red.....	\$0.50	\$2.50
Viola cea. Violet velvety blue.....	.50	1.50	\$2.50	...

PORTLAND PETUNIAS—Single

Free flowering strong upright growth. Now very popular with the trade. (We supply originator's new crop seed.) "Elk's Pride" is the most outstanding of all purple varieties.

	Tr. Pkt.	3 Tr. Pkts.	6 Tr. Pkts.
Apple Blossom. Light pink.....	\$1.00	\$2.50	\$4.50
Elk's Pride. "Royal Purple.".....	1.00	2.50	4.50
Lilac Beauty. Soft lilac.....	1.00	2.50	4.50
Pride of Portland. Deep rose.....	1.00	2.50	4.50
Ruffled Heliotrope. Soft heliotrope	1.00	2.50	4.50
Scarlet Beauty. Bright scarlet.....	1.00	2.50	4.50
White Beauty	1.00	2.50	4.50
Mixed Colors	1.00	2.50	4.50

BALCONY PETUNIAS

Of semi-trailing habit, adapted to porch or window boxes.

Balcony Queen. Purple and white. Tr. Pkt. 50c 1-32 Oz. \$1.50 1-16 Oz. \$2.75		
Violet Blue, Crimson, Rose, White, Balcony Mixed. Tr. Pkt. 25c 1-16 Oz. 50c 1/4 Oz. \$1.75 Oz. \$6.00		

SINGLE SMALL-FLOWERED—Dwarf

Largely used for bedding, compact and free-flowering. Tr. Pkt. 1/8 oz. 1/4 oz. 1 oz.			
Alderman. We find this deep violet-blue clearly superior to Blue Bird.....	\$0.35	...	\$0.75 \$2.50
Blue Bird. Deep violet-blue.....	.2575 2.50
Carmen Sylva. Baby blue with white throat2560 2.00
Dwarf Inimitable. Violet and white striped2550 1.50
Heavenly Blue. Light or silvery blue. Very choice50	\$1.00	1.75 ...
Rose of Heaven. Clear rose-pink.....	.2560 1.75
Rosy Morn. Rich pink with white throat..	.5075 2.40
Snowball. Dwarf white.....	.2550 1.50
Silver Blue. Light blue.....	.50	1.00	1.75 ...
Special Mixture. Of all the above.....	.2550 1.50

SINGLE SMALL-FLOWERED (Medium Tall)

Largely used for bedding. Tr. Pkt. 1/4 oz. 1 oz.		
Alba. Pure white.....	\$0.25	\$0.50 \$1.50
Countess of Ellesmere. Pink and white throat....	.25	.40 1.00
General Dodds. Blood-red.....	.25	.40 1.50
Howard's Star Improved. Purple with white star...	.25	.60 2.00
Lord Courtenay. Rich rose.....	.25	.50 1.50
Viola cea. Deep violet.....	.25	.75 2.50
Small-Flowering Mixture25	.50 1.75

"THEODOSIA" THE IDEAL PETUNIA FOR POT PLANTS, ESPECIALLY FOR MOTHERS' DAY SALES.



PETUNIAS

A. B. C. "DE LUXE" STRAINS—Continued

PETUNIA—A. B. C. "Supreme"

Double Seed Producing Mixture. (See illustration opposite.) This is Mrs. Shepherd's original strain of Double Petunia which have never been surpassed in beauty, size, form or color.

1/2 Tr. Pkt. 75c Tr. Pkt. \$1.50 1-64 Oz. \$8.00

MARVELOUS DOUBLE MIXED

Similar to the preceding, but with fewer of the very large, peony-flow-
ered type. Tr. Pkt. \$1.00

NEW CARNATION OR SMALL FLOWERED DOUBLE

Mixed free bloomer. Excellent for pot plants.

Tr. Pkt. \$1.00 1-32 Oz. \$3.00

DOUBLE ROSY MORN

This beautiful small flowered double pink Petunia has come into the
greatest favor. However, since seed produces only a nominal number
of double flowers, it is well to sow early and take cuttings from the
true double. Tr. Pkt. \$1.00 1-32 Oz. \$3.00

"CAMILLA"

A new giant pink of remarkable substance and purity of color.

Tr. Pkt. 50c

"GOTTFRIED MICHAELIS"

Dwarf bright amaranth red. Tr. Pkt. 75c 3 Tr. Pkts. \$2.00

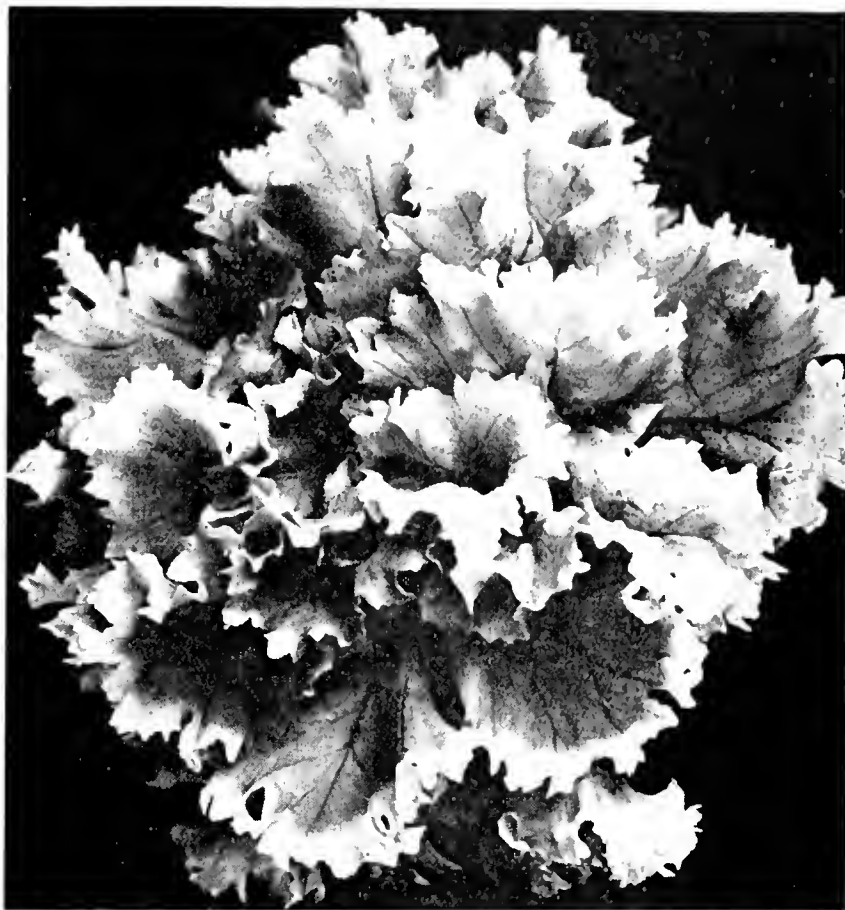
"SETTING SUN"

Beautiful bright pink. See novelty pages for complete descriptions of
above three varieties. Tr. Pkt. \$1.00 3 Tr. Pkts. \$2.50

A. B. C. Headquarters for Petunia Seed

"SPECIAL FLORISTS' VARIETIES"

FOR POT PLANTS, BEDDING, ETC.



PETUNIA A. B. C. DOUBLE "SEED PRODUCING"

DOUBLE LARGE FLOWERING PETUNIA

A. B. C. Special "Seed Producing" Mixture (Shepherd's Strain)
Unquestionably the choicest strain of double mixed Petunias in
existence. 1/2 Tr. Pkt. 75c Tr. Pkt. \$1.50 1-64 Oz. \$8.00

PETUNIA—"Ramona Strain"

Dwarf California Giants Mixed. (See illustration opposite.) This is a
dwarf, sturdy type especially suited to pot culture and bedding. Flowers
are beautifully ruffled and fringed with open, well marked throats.

Tr. Pkt. \$1.00 1-64 Oz. \$2.25 1-32 Oz. \$4.00 1-16 Oz. \$7.00

DOUBLE—"Shepherd's Pride"

Fringed shrimp pink, exceptionally good.

500 seeds \$1.50 1,000 seeds \$2.25

PETUNIA FLORETTA—A. B. C. Introduction

Habit similar to Theodosia and color beautiful steel blue veined black
flowers handsomely ruffled.

500 Seeds \$1.00 1,000 Seed \$1.75

DOUBLE WHITE MADONNA

Pure white, deeply fluted. Tr. Pkt. \$1.50

PETUNIA NANA GRANDIFLORA—"White Cloud"

These produce fine, compact bushes only 12 inches high, covered with
pure white blooms 3 to 3 1/2 inches in diameter.

Tr. Pkt. 75c 3 Tr. Pkts. \$2.00 1-16 Oz. \$4.00

New Dwarf California Giant "Ramona" Strain Petunia in Mixture. (Illustrated
Above.) Has Proven a Most Successful Item for Pot Culture and Bedding.

"ELK'S PRIDE"—THE IDEAL PURPLE PETUNIA

· [29] ·



PRIMULA OBCONICA, M AND M TYPE
(Note Size of Flowers)

IMPORTANT NOTE

Special Attention
is called to
Our Offering
of the New
PRIMULA
MALACOIDES
"ERIKSSONII"
in Novelty Pages
of this book—
a Really
Valuable Plant
Novelty for
the Florist.

PORTULACA

Double. Large
flowering, mixed;
extra fine quality.
Tr. Pkt. 30c
Oz. \$2.00
Single. Large
flowering, mixed.
1/4 Lb. \$1.50
Tr. Pkt. 15c
Oz. 50c

PRIMULA OBCONICA

We highly recommend the M. and M. strain—
produces flowers of immense size and clear
colors.

M. and M. Large Flowering Strain (Direct from
the originators).

Mueller Rose.

Mohnstein Red.

M. and M. Mixed Red and Rose.

Tr. Pkt. \$1.50 1-32 Oz. \$5.00

Friesdorf Salmon.

Tr. Pkt. \$1.50 1-32 Oz. \$5.00

Apple Blossom. Pink. Tr. Pkt. 50c

Grandiflora Lilac. Tr. Pkt. 50c

Grandiflora Alba. White.

Tr. Pkt. 50c 1-32 Oz. \$2.50

PRIMULA CHINENSIS FIMBRIATA

Alba Magnifica. White.

Tr. Pkt. 50c 1-32 Oz. \$1.50

Chiswick Red. Bright red.

Tr. Pkt. 50c 1-32 Oz. \$1.75

Duchess. White with zone of rosy carmine, yel-

low eye. Tr. Pkt. 50c 1-32 Oz. \$1.75

Rosy Morn. Pink.

Tr. Pkt. 75c 1-32 Oz. \$2.25

Kermesina. Crimson. Tr. Pkt. 75c

Prize Mixture. This mixture contains only the
very finest sorts selected from the best strains.

Tr. Pkt. 50c 1-16 Oz. \$3.00

PRIMULA—Various Sorts

Primula "Erikssonii" (See Novelty Pages).

Kewensis (Verbena Scented Yellow Primrose).

Of strong growth; long spikes of yellow flowers.

Tr. Pkt. 50c

Malacoides (Improved Baby Primrose). Color,

light lilac. Tr. Pkt. 50c 1/8 Oz. \$1.50

Malacoides Alba. Pure white.

Tr. Pkt. 50c 1-16 Oz. \$1.25

Malacoides Superba. Deep rosy pink flowers.

Tr. Pkt. 50c 1-16 Oz. \$1.25

*PRIMULA—Hardy Primrose

Auricula. Choice mixed. Tr. Pkt. 50c

Veris (Cowslip). Mixed, all colors.

Tr. Pkt. 30c Oz. \$2.25

Vulgaris (English Primrose). Canary-yellow,

fragrant. Tr. Pkt. 50c Oz. \$3.00

*PUERARIA—Kudzu Vine

Thunbergiana. Perennial climber; rosy purple

pea-shaped flowers.

Tr. Pkt. 15c Oz. 40c

*PYRETHRUM—Flowering Sorts

Roseum. Pink. Tr. Pkt. 35c Oz. \$2.00

Hybridum Roseum. Single. Mixed.

Tr. Pkt. 25c Oz. \$1.25

Pyrethrum Hybridum "Double Supreme Mix-

ture." This strain is especially desirable be-

cause of the large percentage of double

blooms it will produce.

Tr. Pkt. \$1.00 1/4 Oz. \$2.50

PYRETHRUM—Foliage Sort for Bedding

Aureum (Golden Feather). Yellow foliage.

Tr. Pkt. 15c Oz. 45c

RHODANTHE—Everlasting Flower

Double Pink. Choice for cutting.

Tr. Pkt. 15c Oz. 60c

Double White. Tr. Pkt. 15c Oz. 60c

Mixed Colors. Tr. Pkt. 15c Oz. 50c

RICINUS—Castor Oil Bean

Zanzibarensis. 12 feet. Mixed colors.

Oz. 15c Lb. \$1.75

RUDBECKIA—Coneflower

Bicolor Superba. Yellow and brown.

Tr. Pkt. 15c Oz. 50c

*Newmani. Dark orange-yellow flower with deep

purple cone. Tr. Pkt. 25c Oz. \$1.50

*Purpurea. Flowers reddish-purple with large

center of brown.

Tr. Pkt. 25c Oz. \$1.25

PHLOX DRUMMONDI

Beautiful summer flowering annual; excellent for
pot plants for spring sales.

GRANDIFLORA VARIETIES

	Tr. Pkt.	1/4 Oz.	Oz.
Violet with Eye	\$0.20	\$0.30	\$1.00
Alba. Pure white	.20	.30	1.00
Coccinea. Scarlet	.20	.30	1.00
Rose Pink	.20	.30	1.00
Flesh Pink	.20	.30	1.00
Yellow	.20	.30	1.00
Brilliant Rose	.20	.30	1.00
Stellata Splendens. Scarlet,			
with white eye	.20	.35	1.00
Choicest Mixed	.15	.25	.80

	Tr. Pkt.	1/4 Oz.	Oz.
"Cecily." Large flowering,			
mixed	\$0.25	\$0.60	\$2.00
Fireball. Brilliant scarlet	.35	.60	2.00
Pink	.40	.65	2.40
Snowball. Pure white	.35	.60	2.00
Choicest Mixed	.25	.50	1.80

DWARF OR COMPACT VARIETIES FOR BEDDING

	Tr. Pkt.	1/4 Oz.	Oz.
"Cecily." Large flowering,			
mixed	\$0.25	\$0.60	\$2.00
Fireball. Brilliant scarlet	.35	.60	2.00
Pink	.40	.65	2.40
Snowball. Pure white	.35	.60	2.00
Choicest Mixed	.25	.50	1.80

*PHLOX

Decussata. Seed saved from a fine collection
of named sorts. Can be supplied in mixture
only. Tr. Pkt. 25c Oz. \$2.00

*PHYSALIS—Chinese

Lantern plant.

Francheti. Tr. Pkt. 25c Oz. \$1.00

*PHYSOSTEGIA

Tr. Pkt. Oz.

Virginica Alba. White. \$0.35 \$2.00

Virginica. Lilac-rose.35 2.00

Compacta Rosea. Dwarf rose.35 2.00

*PLATYCODON—Japanese Bellflower

One of the best hardy perennials, producing
very showy flowers during the whole season. Ex-
cellent for planting in permanent borders or
among shrubbery; easily raised from seed.

Grandiflorum. Large steel-blue flowers.

Tr. Pkt. 20c Oz. \$1.25

Album. Pure white variety.

Tr. Pkt. 25c Oz. \$2.00

Mariesi. Large, open, bell-shaped flowers of a

rich violet-blue; plant dwarf and compact.

Tr. Pkt. 50c Oz. \$3.50

*POPPIES—Hardy (Papaver)

NUDICAULE (ICELAND)

	Tr. Pkt.
Coonara Pink. Shades of pink	\$.50
Elmonte. Tangerine-orange	.50
Sunbeam Mixture	.25

Oriente (Oriental Poppy). Orange-scarlet.

Tr. Pkt. 20c Oz. \$1.25

Oriente Princess Victoria. Salmon.

Tr. Pkt. 40c Oz. \$5.00

Oriente Hybrids. Tr. Pkt. 25c Oz. \$1.50

POPPIES—Single Annual Varieties

American Legion. A new Shirley Poppy of a
dazzling orange-scarlet; immense size.

Tr. Pkt. 15c Oz. 50c

Miss Sherwood. Chamois rose.

Tr. Pkt. 15c Oz. 25c

Shirley. Large flowers; mixed colors.

1/4 Lb. 75c Tr. Pkt. 15c Oz. 25c

Tulip. Glowing scarlet.

Tr. Pkt. 15c Oz. 40c

Improved Shirley, May Queen. An improved

strain; large double flowers; mixed colors.

Tr. Pkt. 20c Oz. 75c

Eldorado. Double Shirley. Salmon shades.

Tr. Pkt. 25c Oz. \$1.25

Mixed. 1/4 Lb. 50c Oz. 15c

POPPIES—Double Annual Varieties

New Poppy, Shirley Double Begonia Flowered

Sweet Briar. A delightful shade of deep rose-

pink. The blossoms are full double, resembling

a very large double Begonia. Desirable for

cutting.

Tr. Pkt. 35c Oz. \$2.00

Carnation Flowered. Mixed.

1/4 Lb. 50c Oz. 15c

Crimson King. Crimson.

Tr. Pkt. 15c Oz. 25c

Fairy Blush. White, fringed and tipped with

rose. Tr. Pkt. 15c Oz. 25c

Mikado (Striped Japanese). White, striped

crimson. Tr. Pkt. 15c Oz. 30c

Peony-Flowered. Scarlet, white, yellow or mixed.

Tr. Pkt. 10c Oz. 25c 1/4 Lb. 85c

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

PRIMULA "ERIKSSONII" EXCEPTIONAL AS A POT PLANT—SEE NOVELTY PAGES

**SALPIGLOSSIS**

Very showy annuals, splendid for cutting.	Tr. Pkt.	Oz.
Crimson and Gold.....	\$0.25	\$1.15
Primrose25	1.15
Purple and Gold.....	.25	1.15
Rose and Gold.....	.25	1.15
Scarlet and Gold.....	.25	1.15
White and Gold.....	.25	1.15
Violet and Red.....	.25	1.00
Violet and Gold.....	.25	1.15
Choice Mixed20	.75
Emperor. Extra large flowering, mixed.....	.25	1.00

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine, plump seed which is saved from specimen plants and such as shows a high germination. (Not to be compared with European grown seed of doubtful germination.)

Harbinger. A new early flowering dwarf variety that we consider the most desirable of all scarlet Salvias. (See novelty pages for illustration.)

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25 Oz.....\$3.00

	Tr. Pkt.	Oz.
America (Globe of Fire).....	\$0.50	\$3.00
Bonfire (Clara Bedman).....	.40	2.50
Fireball. Dwarf40	2.50
Splendens. Tall growing.....	.35	2.00
Drooping Spikes40	2.50
Zurich. Dwarf, early40	2.50
Patens. Blue50	...
Farinacea. Light blue, makes a fine line. Tr. Pkt....	50c	Oz... \$2.50

***SALVIA—Sage**

Azurea Grandiflora. A hardy perennial variety, producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet. Tr. Pkt.....40c Oz.....\$2.00

SANVITALIA

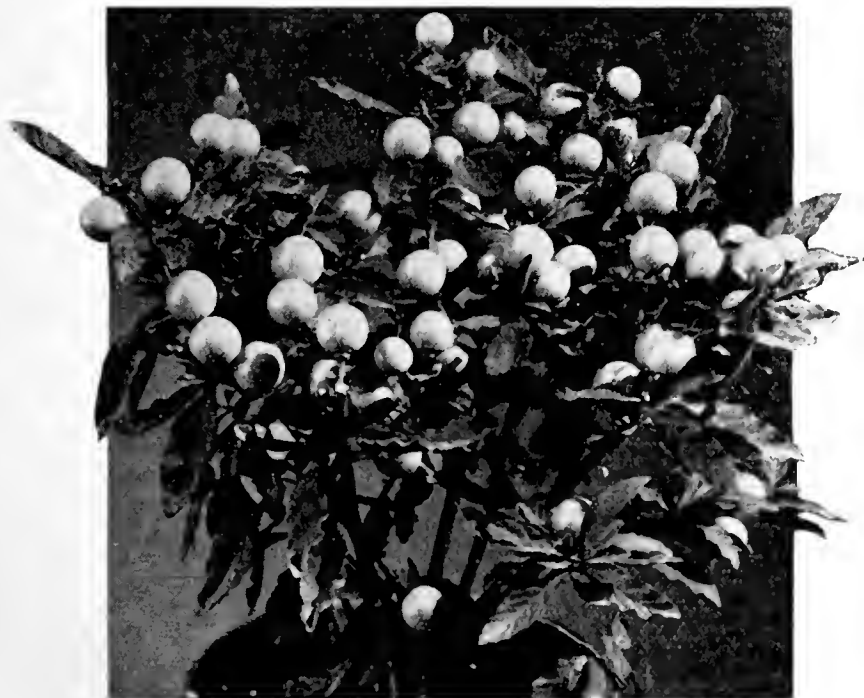
Procumbens fl. pl. Bright yellow double flowers; useful in vases, etc.\$0.30 \$1.25

SAPONARIA

Vaccaria. A free-blooming annual with beautiful pink feathery flowers. 1/4 Lb.....75c Tr. Pkt.....15c Oz.....35c
Used in same manner as Baby's Breath.

***SAPONARIA—Soap Wort**

Ocymoides. A very useful hardy plant for the rockery or the border, producing from May to August masses of attractive small, bright rose flowers; 8 inches. Tr. Pkt.....15c Oz.....60c



SOLANUM—Christmas Cherry
Hlavacek's "Masterpiece"

We introduced this valuable Solanum to the trade and the same is now accepted as "perfection" in the Cleveland cherry type.

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.
PLANT FREELY OF TAGETES "GUINEA GOLD" FOR SUMMER CUT FLOWERS.



LARGE FLOWERING SALPIGLOSSIS
Excellent for Cut Flowers

SCARLET FLAX—(See Linum)**SCABIOSA—Mourning Bride**

	Tr. Pkt.	Oz.
Lavender, Cherry Red, Crimson, Flesh, Pink, Black, Rose or White	\$0.15	\$0.50
Ageratum Blue15	.60
Peach Blossom25	.75
Shasta. Pure white25	.75
Extra Fine Mixed15	.40
Dwarf Double Mixed15	.40

***SCABIOSA**

Scabiosa Caucasicca. "Isaac House Giant Hybrid." Mixed. This strain far surpasses the old Scabiosa Caucasicca type. During June and July, when most flowers look "passe," these hybrids are unaffected by the heat, and are in good demand in the flower markets. One of our customers supplied the Boston and New York markets and reported it to be his best summer crop. Oz....\$4.00 Tr. Pkt....50c 3 Tr. Pkts...\$1.25
Caucasica (Blue Bonnet). One of the handsomest of hardy perennials; especially valuable for cutting, the blooms lasting a long time in water; color soft lavender-blue; 3 feet. Tr. Pkt.....50c Oz.....\$2.50

SCHIZANTHUS—"Butterfly Flower"

For cut flowers. Schizanthus are particularly outstanding.

	Tr. Pkt.	Oz.
Garroway's Hybrids	\$0.50	...
Hybrida Grandiflora20	\$0.75
Wisetonensis, Rose and amber shades...1/4 Oz..	\$1.00	.35
Wisetonensis Mixed25	1.00

SENSITIVE PLANT—Mimosa

Pudica. Flowers pinkish white. Tr. Pkt.....15c Oz... 50c

SHAMROCK

True Irish. 1/4 Lb.....\$1.50 Tr. Pkt... 20c Oz... 50c

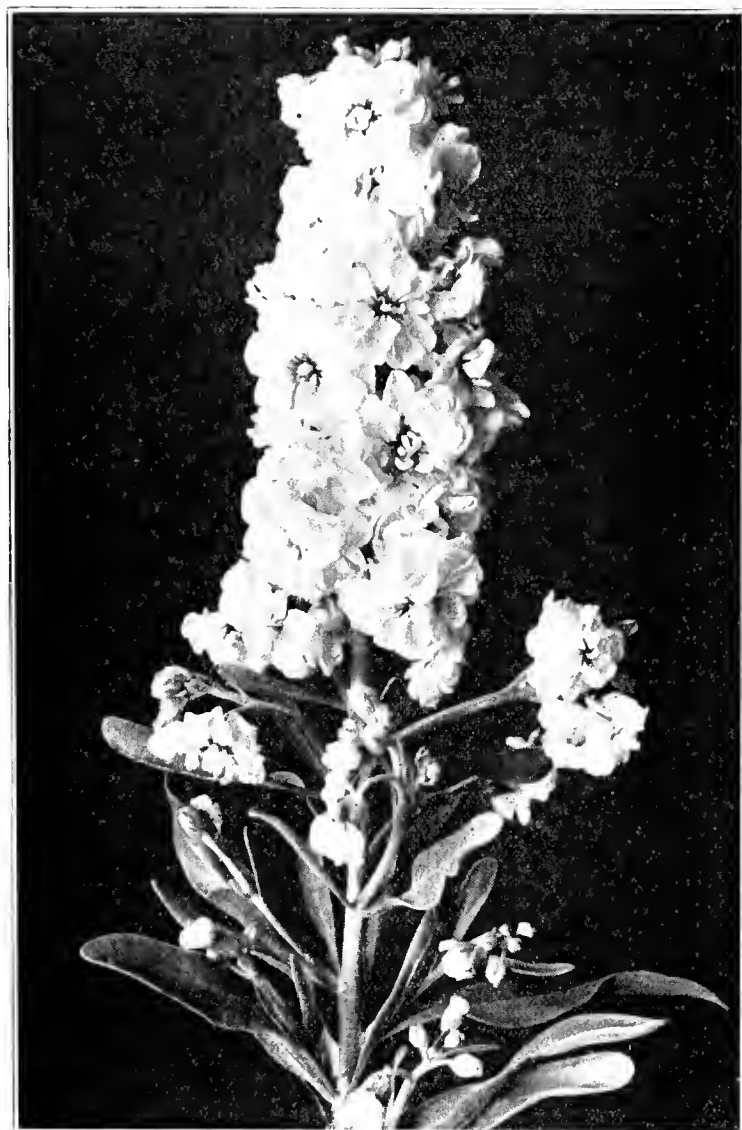
SHASTA DAISY—(See Chrysanthemum)**SMILAX—Myrsiphyllum Asparagoides**

A well known green house climber. Valuable for floral decorations. 1/4 Lb.....\$1.50 Tr. Pkt.....15c Oz.....50c

SNAPDRAGON—(See Antirrhinum)**SOLANUM**

Cleveland Cherry. Yellow. Tr. Pkt. 50c
Bird's Eye Pepper. Tr. Pkt..... 50c
Capsicastrum Nanum.
Jerusalem Cherry. Tr. Pkt..... 20c Oz... ..75c
Hlavacek's "Masterpiece" (See illustration)
"Cleveland Cherry." More compact than the old type and produces much more freely of fruit. A very pronounced improvement over the old form. Grows more compact than above and produces the scarlet berries in greater profusion. Tr. Pkt.....50c Oz.....\$3.00

SWEET-SCENTED DOUBLE-FLOWERING NASTURTIUM
"GOLDEN GLEAM"
PROVIDES EXCEPTIONAL CUT FLOWERS



NEW GIANT IMPERIAL (Bismarck) "SHASTA"

"Shasta" is a new giant, vigorous, robust, glistening white Stock producing a very high percentage of doubles. A good white has long been wanted and we are pleased to introduce this magnificent variety. Tr. Pkt.....75c 1/4 Oz.....\$1.50

STATICE—Everlasting Flower

Valuable for cutting or decorative purposes.

Annual Varieties

Coming into great favor for cut flowers.	Tr. Pkt.	Oz.	Lb.
Sinuata. White.....	\$0.20	\$0.30	\$3.00
Sinuata. Lavender.....	.20	.50	4.50
Sinuata. Rosea Superba.....	.20	.50	4.50
"True Blue." Extra deep blue, a special strain which comes true from seed. Tr. Pkt....20c Oz....50c Lb....\$4.50			
Bonduelli. Golden yellow. Tr. Pkt.....15c	Oz.....	40c	
Suworowii (Russian or Cattail Statice).			
Tr. Pkt.....50c	Oz.....	\$1.25	

*STATICE—Sea Lavender

Splendid hardy perennials, either for the border or rockery, producing all summer panicles of minute flowers, which can be dried and used for winter bouquets.

Latifolia. Purplish-blue flowers. Tr. Pkt...25c	Oz...\$1.35
"Caspia." This is a very delicate and artistic form of everlasting Perennial. It is as hardy as the Latifolia type and makes an earlier cut and more sprays. Color is a good shade of lilac. Tr. Pkt.....50c 1/4 Oz.....\$1.50	
Perezii. Rich blue. Tr. Pkt.....35c	Oz.....\$1.50

STEVIA

Serrata. Fragrant white flowers; desirable for cutting.	
Tr. Pkt.....30c	Oz.....\$1.50

A. B. C. SELECTED

DOUBLE STOCKS

Stocks can be sown any time up to March 1. A raised or ground bed, a cool house and clean soil will grow them to perfection.

A. B. C. SPECIAL FLORISTS' STRAINS

Stocks Are One of Our Principal Specialties

Our grower received five "Awards of Merit" and two "Highly Commended" at the "Trial of Stocks" conducted by The Royal Horticultural Society of Great Britain, at Wisley, England. 60 per cent to 80 per cent of large flowering double blooms are usually produced from these wonderful American strains. We recommend "Improved Bismarck" as most outstanding for cut flowers.

IMPROVED BISMARCK STOCKS

Early Giant Imperial. An especially meritorious class. These stocks are giant, growing from twenty-four to thirty inches tall, of branching habit, producing innumerable large spikes measuring twelve to sixteen inches long, coming into bloom in about twelve weeks after seedlings are planted.

***Rose.** Fine standard color.
Flesh. Delicate shade of pink.
***Lavender.** Fine standard color.
***Chamois.** Choice market color.
Canary Yellow.

***Golden Ball.** Clear ivory-yellow.
***White.** Early clear white.
Apple Blossom. Light pink.
***Lilac.** Lilac-lavender.
Blood Red. Fiery red.

	1/8 Oz.	1/4 Oz.	1 Oz.
Separate colors above.....	\$0.50	\$1.00	\$3.00
Mixed, all colors.....	.40	.60	2.25
Royal Purple (Elks' Pride). Rich deep purple.....	.75	1.25	4.00
Antique Copper. A fine copper-red.....	.75	1.25	4.00
Golden Rose. Light rose.....	.75	1.25	4.00

BEAUTY OF NICE STOCKS

Particularly desirable because of their long stems and branching habit.

***Mont Blanc.** Extra early white.
Almond Blossom. Tinged rose.
Monte Carlo. Rich canary-yellow.
***Aurora.** Golden buff, fine.
Belle de Naples. Rich old rose.
Salmon King. Strong salmon-rose.
Beauty of Nice. Flesh-pink.

***Cote d'Azure.** Lavender-blue.
Summer Night. Early purple.
Carmine Rose (Abundance).
Blood Red.
Sou. de Monaco. Crimson, late.
American Beauty. Deep rose.
***Queen Alexandra.** Rosy lilac, fine.

	1/8 Oz.	1/4 Oz.	1 Oz.
Separate colors above.....	\$0.40	\$0.75	\$2.50
Mixed, all above colors.....	.35	.60	2.00

EARLY FLOWERING WINTER STOCK "ZEPHYR"

This stock stands out from all other known sorts on account of its especially charming delicate lavender blue coloring. In its habit Stock Zephyr resembles the favorite Beauty of Nice; it grows to a height of 24 to 28 inches, forms a fine, long middle spike of bloom and numerous good side-shoots; it is eminently suited for cutting purposes. Tr. Pkt.....35c

PERPETUAL BRANCHING—Giant Perfection

***Rose.** A clear even shade.
Sapphire. Violet or dark lavender.
***May Queen.** Lavender.
Snowdrift. Fine clear white.
Princess Alice. Early white.

La France. Blush, nearly white.
***Heatham Beauty.** Rose.
***Empress Augusta Victoria.** Lilac.
Brilliant. Blood-red.
Dark Blue. **Light Blue.**

	1/8 Oz.	1/4 Oz.	1 Oz.
Separate colors	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

BALL NON-BRANCHING OR COLUMN STOCKS

These produce one enormous spike with large flowers, 1 to 2 1/2 feet high and can be planted close together in the bench. **Silvery Lilac Lavender, Pure White and Ruby.** Tr. Pkt. (1,200 seeds).....\$1.00

LARGE FLOWERING DWARF TEN-WEEK STOCKS FOR BEDDING

Blood Red, White, Deep Rose, Carmine Pink, Canary Yellow, Lavender, Purple.

	Tr. Pkt.	1/4 Oz.	1/4 Oz.	1 Oz.
Separate colors	\$0.25	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.20	.35	.60	2.00

(*) Indicates the most popular colors and shades.

GYPSOPHILA "EHRLEI"—Hardy and Worth While for Cutting.



SWEET PEAS

"Up-to-the-Minute" Florists' Varieties

True to Name, Thoroughly Rogued and Hand Picked Seed
We Supply 1/2 Ounce at 1 Ounce Rate and 1/4 Pound at
1 Pound Rate.

If you are in the market for quantity, please ask us for
special prices.

EARLY OR WINTER FLOWERING VARIETIES

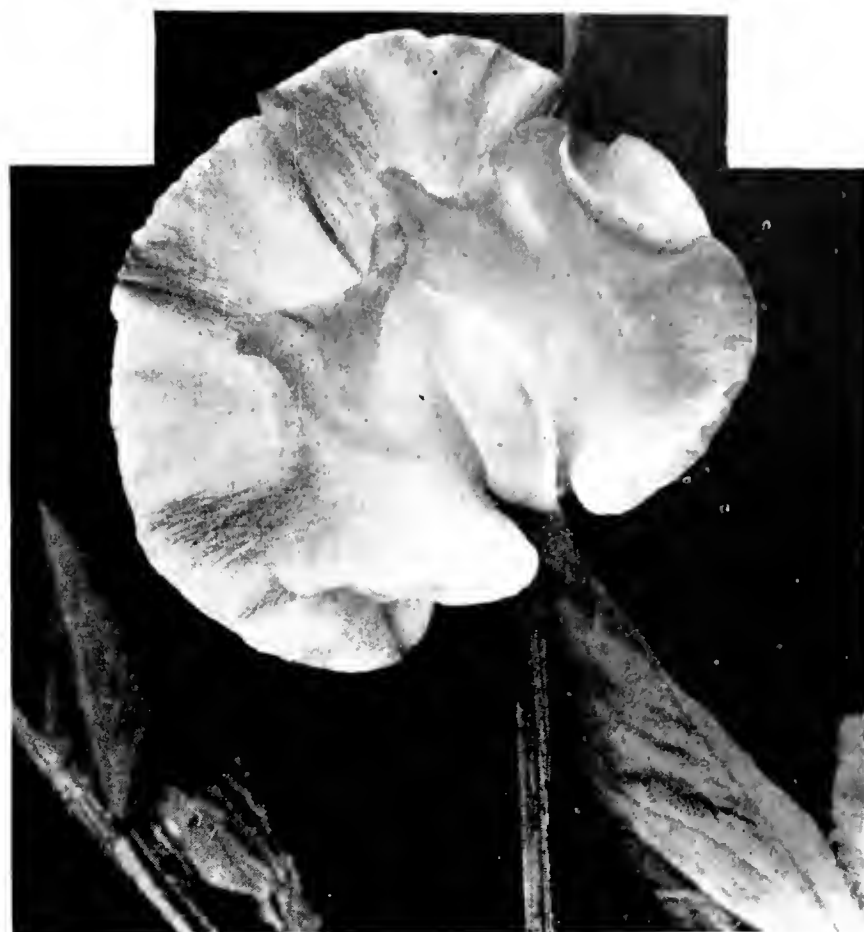
	1 Oz.	1/4 Lb.
American Beauty. Rich crimson rose on white ground...	\$2.00	\$ 6.00
Annie Laurie. Pure rose pink.....	1.50	5.00
	1 Oz.	1 Lb.
Ball Rose. Deep rose.....	\$0.40	\$ 5.00
Ball Rose Queen. Light rose.....	.40	5.00
Ball Orange. Best orange.....	.60	6.50
Burpee's Orange. Light shade.....	.40	5.00
Ball's Blue. Choice blue.....	.40	5.00
Blue Bird. Standard blue.....	.40	4.50
Burpee's Lavender. Wisteria lavender.....	.40	5.00
Columbia (Blanche Ferry). Rose pink and creamy white.....	.40	4.50
Chevalier. Rose with lemon sheen.....	.40	5.00
Early Bright Light. Orange scarlet.....	.40	5.00
Early Pal. Rich rose crimson.....	.60	6.00
Early Apollo. Salmon cerise.....	.60	6.00
Early Vogue. Lilac lavender.....	.60	6.00
Early Forty-Niner. Brilliant orange.....	.60	6.00
Early Sparkle. Scarlet cerise.....	.60	6.00
Early Fandango. Bright rose.....	.60	6.00
Early Greeting. Clear lavender.....	.70	7.00
Early Fascination. Salmon rose.....	1.00	10.00
Early Satin Rose. Rose, amber and salmon.....	1.00	10.00
Eldorado. Tangerine orange.....	.40	5.00
Flamingo. Orange salmon.....	.40	4.90
Fragrance. Clear lavender (best lavender).....	1.00	...
Giant Rose. Clear rose.....	.40	5.00
Glitters. Cerise.....	.40	5.00
Grenadier. Poppy scarlet.....	.40	5.00
Hope. Best white.....	.60	7.00
Harmony. Best lavender.....	.40	5.00
Jeanne Mamitsch. Long stemmed rose pink; fine.....	.40	5.00
Lavender King. Lavender.....	.40	4.75
Mrs. Hoover. Long stemmed blue.....	.40	5.00
Madonna. Black seeded white.....	.50	5.50
Mrs. Calvin Coolidge. Rich salmon pink.....	.40	5.00
Mrs. Kerr. True salmon.....	.40	5.00
Morse's Superior Pink. Pink suffused salmon.....	.40	5.00
Red Bird. Crimson red.....	.75	10.00
Snowstorm. Improved, white.....	.40	5.00
Spring Song. Salmon rose.....	.40	5.00
Sun Ray. Long stemmed, cerise.....	.40	5.00
Valencia. Bright orange.....	.70	7.00
White Harmony. Standard white.....	.60	6.00
Zvolanek's Rose. Rose pink.....	.40	5.00
Choice Mixed. From named varieties.....	.40	5.00

SPENCER'S LATE OR SUMMER FLOWERING

NOTE: We supply 1/2 ounce at ounce rate; 1/4 pound and 1/2 pound at
pound rate.

	1 Oz.	1 Lb.
Apple Blossom. Rose with primrose.....	\$0.20	\$2.00
Asta Ohn. A soft, pinkish lavender self.....	.20	2.00
Austin Frederick Improved. Giant lavender.....	.20	2.00
Barbara. Salmon.....	.20	2.00
Blanche Ferry. Rose standard and white wings.....	.20	1.75
Blue Monarch. Dark blue.....	.25	2.50
Campfire. Bright scarlet.....	.25	2.50
Charming. Soft cerise.....	.20	2.00
Chieftain. Satiny mauve.....	.20	2.25
Constance Hinton. Black seeded white.....	.20	2.00
Countess Spencer. Rose pink.....	.25	2.50

SPECIAL NOTE: We supply Sweet Pea seed to many of the largest growers in the U. S. A., and aim
to list only varieties that obtain a keen demand in the cut flower markets. If you are in need of
Sweet Pea seed in volume, please ask for special prices.



NEW EARLY SWEET PEA—"HOPE."
The "Last Word" in White Sweet Peas.

SPENCER'S LATE OR SUMMER FLOWERING

	1 Oz.	1 Lb.
Colorado. Bright orange.....	\$0.20	\$2.25
Elfrida Pearson. Large pale pink.....	.20	2.00
Glory. Cerise.....	.25	2.50
Hawthorn Salmon-Pink. Rich, deep pink with salmon and orange tints in the standard.....	.20	2.00
Heavenly Blue. A most beautiful soft tone of delphinium blue.....	.25	2.50
Hebe. Large, bright pink.....	.20	2.25
Hercules. Giant pink.....	.20	2.00
King White Improved. Pure, glistening white.....	.20	1.75
Mammoth. Orange-scarlet.....	.25	2.50
Miss California. Cream-pink.....	.20	2.25
Mrs. Cuthbertson. Rosy-pink standard, white wings.....	.20	2.00
Mrs. Tom Jones. Bright blue; large.....	.20	2.00
Olympia. Deep rich purple.....	.20	2.25
Pinkie. Deep rose pink.....	.20	2.25
Powers Court. Pure lavender; extra.....	.20	2.00
Royal Scot. A fiery, deep cerise of vigorous habit.....	.20	2.00
Sunset. Soft, rich rose with a glowing yellow suffusion near the base.....	.25	2.50
Sybil Henshaw. Rich crimson.....	.20	2.25
Valentine. Pleasing shade of delicate blush pink.....	.25	2.50
Warrior. Rich, reddish maroon flushed with bronze.....	.20	2.00
Wembley. Lavender suffused plumbago blue.....	.20	2.25
Youth. Large, white, pink picotee.....	.20	2.00
Extra Choice, Mixed.....	.20	1.60

THREE NEW SUMMER FLOWERING SWEET PEAS OF EXCEPTIONAL MERIT

	1 Oz.	1 Lb.
Bonbon. Rich pink shaded amber.....	\$0.75	\$8.00
Pirate Gold. A new shade of golden orange and stands the hot sun well.....	.75	8.00
Rosie. Deep pink, a big improvement over the variety, Pinkie.....	.75	8.00



"SWEET WIVELSFIELD"
"SWEET WIVELSFIELD"
(See illustration above)

The new race of hardy annuals for cutflowers, garden show and rock gardens—obtained sixteen awards of merit from Royal Horticultural and fifteen other societies—as a pot plant for Mothers' Day sales it is very worth-while.

Note: Sweet Wivelsfield can also be treated as a hardy perennial. Sow seed early.

Excerpt from the Florists' Review, issue October 2, 1930—By A. M. Herr, renowned florist grower of Lancaster, Pa.

"A query as to the merits of Sweet Wivelsfield from one who had three plants, prompts me to tell my experience with this novelty. In my humble opinion, it is one of the finest acquisitions of the past few years.

"More than 2,000 plants in the open field, with the most unfavorable summer for growing that we have had for years, have been one continuous mass of bloom all summer; the range of color would delight the heart of any gardener. Because of dry weather and no means of watering, the stems were a bit short, but in an ordinary season I think they would measure up to requirements to meet anyone's taste. The plants came from seed sown in late January, grown into 3-inch pot plants then planted out the last of April.

"After we know this novelty a little better, I think it is going to make a splendid pot plant for the holidays, especially for Mothers' Day. I might add that it seems to love the full sunlight, as a few planted in a partial shady spot did not give the results those out in open did.

"Its bid for favor is that it blooms continuously from the day it is planted out until frost catches it and, unless I am much mistaken, it is going to meet popular favor. It possibly will meet favor as a pot plant, if grown on into a 5-inch or 6-inch pot. The few 4-inch ones I had last spring were fine enough for anyone."

ALBERT M. HERR.

Tr. Pkt. . . . 35c 1/4 Oz. . . . 75c Oz. . . . \$2.50

***SWEET ROCKET—Hesperis**

Bears spikes of snowy white, lilac and purple fragrant flowers.
Mixed Colors.

Tr. Pkt. . . . 15c Oz. . . . 50c

SWEET WILLIAM—Dianthus Barbatus

There is always a good demand for these beautiful free-flowering old-fashioned favorites. Very easily raised from seed.

Single Holborn Glory. Large flowering auricula-eyes. Various colors.
Tr. Pkt. . . . 15c Oz. . . . 50c

Single Newport Pink. Salmony rose or watermelon pink.
Tr. Pkt. . . . 25c Oz. . . . \$1.00

Single Scarlet Beauty. Intense bright scarlet. Tr. Pkt. . . 25c Oz. . . \$1.00

Single White.
Tr. Pkt. . . . 15c Oz. . . . 50c

Single Velvety Black Maroon.
Tr. Pkt. . . . 15c Oz. . . . 50c

Single Mixed. All colors.
Tr. Pkt. . . . 15c Oz. . . . 75c

Double-flowering Giant Mixed. Very large. Tr. Pkt. . . 25c Oz. . . \$1.25

TAGETES

Signata Pumila. Good bedding plant; flowers golden yellow.

Tr. Pkt. . . . 15c Oz. . . . 75c

Guinea Gold (See inside front cover). A cut flower novelty you cannot afford to overlook.

Tr. Pkt. . . . 50c 1/2 Oz. . . \$1.75
Oz. . . . \$3.00

***THALICTRUM—Meadow Rue**

Dipterocarpum. Graceful sprays of flowers, elegantly arranged on stems 4 feet high. Invaluable for cutting; the flowers are of charming shade of violet-mauve, which is brightened by a bunch of lemon-yellow stamens and anthers.
Tr. Pkt. . . . 50c Oz. . . . \$3.00

THUNBERGIA—Black-Eyed Susan

Mixed. Tr. Pkt. . . . 20c Oz. . . . \$1.00

TORENIA

Fournieri Grandiflora. Blue.
Tr. Pkt. . . . 50c Oz. . . . \$3.00

***TRITOMA**

(Red-Hot Poker, Flame Tower, or Torch Lily)
Hybrida. It is not generally known that Tritomas are readily grown from seed.

Tr. Pkt. . . . 25c Oz. . . . \$1.50

***TUNICA**

Saxifraga. A pretty tufted plant with light pink flowers; produced all summer, useful either for the rockery or the border.

Tr. Pkt. . . . 15c Oz. . . . 80c

***VALERIANA—Valerian**

Rubra. Mixed. Showy hardy border plants producing large corymbs of red or white flowers; fine for bouquets; mixed, 2 feet.

Tr. Pkt. . . . 15c Oz. . . . 60c

A.B.C. GIANT FLOWERING VERBENAS

A magnificent new strain of Verbenas of robust compact habit and free blooming. The trusses are immense, the individual florets measuring fully an inch in diameter. Tr. Pkt. Oz.

Etna. Intensive Geranium red, with small creamy-yellow eye. . . . \$0.40 2.00

Giant Salmon-Pink. A true salmon-pink with white eye.40 2.00

Pink and Rose Shades.30 1.50

Giant Flowering Verbenas (Cont'd)

	Tr. Pkt.	Oz.
Blue and Purple Shades.	\$0.30	\$1.50
Lucifer. Vivid scarlet30	1.50
Scarlet Shades30	1.50

Luminosa. Luminous flame, pink shading to salmon. \$0.30 \$1.50

Pure White30 1.50

Finest Mixed. 1/4 Lb. \$3.00.25 1.00

Lavender Glory (New). A true lavender with a medium sized creamy eye which accentuates the lovely lavender tone.

Tr. Pkt. . . . 50c 1/8 Oz. . . . \$1.25

Beauty of Oxford Hybrids. A valuable new strain. Tr. Pkt. . . . 50c 1/4 Oz. . . . \$2.50

VERBENA HYBRIDA

	Tr. Pkt.	Oz.
Scarlet (Defiance).	\$0.25	\$1.00
Pink and Rose Shades.25	1.00
Purple25	1.00
Blue25	1.00
Striped25	1.00
Golden Yellow.25	1.25
Firefly. Scarlet, white eye.20	1.00
Mixed20	1.00
Compacta Dwarf Mixed. 6 in.50	3.00
Compacta Erecta. Upright, large flowers.		
Fireball—Bright Scarlet. 6 in.50	4.00

Tr. Pkt. . . . 25c Oz. . . . 1.00

Tr. Pkt. . . . 25c Oz. . . . 1.00

Tr. Pkt. . . . 25c Oz. . . . 1.00

Tr. Pkt. . . . 25c Oz. . . . 1.00

Tr. Pkt. . . . 25c Oz. . . . 1.25

Tr. Pkt. . . . 20c Oz. . . . 1.00

Tr. Pkt. . . . 20c Oz. . . . 1.00

Tr. Pkt. . . . 50c Oz. . . . 3.00

Tr. Pkt. . . . 50c Oz. . . . 3.00

Tr. Pkt. . . . 50c Oz. . . . 3.00

VERBENA VENOSA

Heliotrope Blue. This makes an exceptional bedding plant when combined with Dwarf White Sweet Alyssum. (Sow early.)

Tr. Pkt. . . . 30c Oz. . . . \$1.50

Lemon Verbena. Tr. Pkt. . . . 50c

***VERONICA—Speedwell**

Maritima. Long spikes of blue flowers from July to September.

Tr. Pkt. . . . 25c Oz. . . . \$1.00

Spicata. An elegant hardy border plant, growing about 1 1/2 feet high, producing long spikes of bright blue flowers in June and July.

Tr. Pkt. . . . 30c Oz. . . . \$1.50

VINCA—Periwinkle

An excellent bedding plant. (Sow seed early.)

Tr. Pkt. Oz.

Alba Pura. Pure white. \$0.25 \$0.85

Alba. White with eye.25 .85

Rosea. Pink.25 .85

Mixed20 .75

VIOLET—Viola Odorata

Single Blue Czar. Tr. Pkt. . . 50c Oz. . . \$4.00

VIOLA CORNUTA—Tufted Pansies

Jersey Gem. Deep violet blue. (See novelty pages for complete description.)

Tr. Pkt.75c

Tr. Pkt. Oz.

Admiration. Dark Blue. \$0.40 2.00

Mauve Queen. Mauve.40 2.00

Blue Perfection. Light blue.40 2.00

White Perfection. Pure white.40 2.00

Apricot50 . . .

Lutea Spl. Yellow.50 . . .

Mixed40 1.25

WALLFLOWER

Well-known deliciously fragrant half hardy perennials. Tr. Pkt. Oz.

Single Mixed. All colors. \$0.15 \$0.50

Double-flowering Finest Mixed.35 2.50

"Early Wonder." Early forcing

double mixed50 . . .

NOTE: All of the above are treated as Annuals excepting kinds marked thus (*), which are Perennials.

FOR LIST OF VERBENA PLANTS SEE BACK PAGES



BODGER'S DAHLIA FLOWERED ZINNIAS.

ZINNIA—"Early Wonder"

The first of a new race of dwarf Zinnias, from 12 to 15 inches high, which produce masses of Pumila type flowers forty-five days from time of planting (see above).

EARLY WONDER—"Fiery Salmon Cerise Pink." Also rose-pink.

Tr. Pkt.35c 1/4 Oz.75c Oz. \$2.50

ZINNIAS—Elegans Pumila Dwarf Double Varieties

A most desirable type for bedding as well as cut flowers.

Crimson, Pink, Scarlet, White, Pink or Yellow. Tr. Pkt.15c Oz.50c

Salmon Rose. Exceptional for cut flowers. Tr. Pkt.15c Oz.80c

Pinkie. Rose-pink. Tr. Pkt.20c Oz. \$1.00

Mixed. Tr. Pkt.15c Oz.40c

ZINNIA PUMILA PICOTEE—"Delight Salmon Rose"

"Delight" can be classed as a Pumila type, very floriferous and of compact growth. The petals of the flowers are fluffed and curled, giving a light and dainty effect. In addition, each petal is beautifully picoteed, making it a most striking flower. This is an extra select strain of deep salmon rose.

Tr. Pkt.25c 1/4 Oz.60c Oz. \$2.00

ZINNIA PUMILA PICOTEE—"Delight Finest Mixed"

The assortment of colors in Delight Finest Mixed is most pleasing for both florists' and general garden use. Included are salmon shades, cream, buff, biscuit, golden yellow and lavender.

Tr. Pkt.35c 1/4 Oz.60c Oz. \$2.00

CROWN O' GOLD MIXTURE

The aristocrat among Zinnias—each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip. The color range includes the popular florist shades: Old Rose, Cream, Yellow, Carmine, Red, Pink, etc.

Tr. Pkt.35c 1/4 Oz.75c Oz. \$2.50

BODGER'S "TRUE STRAIN" CALIFORNIA ZINNIAS FOR CUT FLOWERS AND GARDEN SHOW

DAHLIA FLOWERED VARIETIES

Buttercup. An immense, deep, creamy yellow.

Canary Bird. A delicate shade of primrose.

Crimson Monarch. By far the largest and best of red shades.

Dream. A fine, deep lavender, turning to purple. (Mallow purple.)

"El Dorado." This is a very pleasing and fascinating shade of rose on salmon that does not fade in the sun's rays. Like Old Gold, this is an immense flower and we highly recommend it for show purposes.

Exquisite. Color, light rose with center a deep rose (Tyrian Rose).

Giant Attraction. A distinct shade of brick red (Spectrum Red).

Golden State. A very rich orange-yellow (Cadmium). Yellow in the bud, turning to an attractive orange when in full bloom.

Golden Dawn. Beautiful golden yellow.

Illumination. Similar to Exquisite, but a striking self color of deep rose (Tyrian Rose).

Luminosa. Bright deep pink, with a light suffusion of salmon.

Lemon Beauty. Golden yellow on brown.

Meteor. A rich, glowing deep red (Spinal Red) and the darkest of all the red shades.

"Old Gold." This is the color we have been striving to perfect for many years and we are pleased to offer it now for the first time. Its name describes the color very adequately. The flowers are of immense size, possibly the largest of all Dahlia Flowered Zinnias, and grow on a very vigorous plant. We recommend this variety to all who wish to compete for exhibitions and shows.

Old Rose. This is adequately described by its name, as it is of the real old rose shade.

Oriole. An immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named.

Purple Prince. Fine deep purple.

Polar Bear. A very large, pure white, the best white yet seen in Zinnias.

Scarlet Flame. A large, beautiful, bright scarlet, with a beautiful blending of orange throughout the petal. This is not a bicolor.

Youth. A beautiful soft rose self, valuable for forcing and a good shipper.

Price: Each of Above—

Extra Size Trade Packet.25c

1/4 Oz.40c Oz. \$1.25 1/4 Lb. \$4.00

Special Offer—One extra size Trade Packet, each of any seven varieties selected from list above \$1.50

Gold Medal Mixture. A well-blended mixture containing the named varieties.

Tr. Pkt.20c 1/4 Oz.35c

Oz. \$1.00 1/4 Lb. \$3.50

GIANT MAMMOTH TYPE OR CALIFORNIA GIANTS

Of strong, robust growth, 3 feet high, with colossal flowers frequently measuring from 5 to 6 inches in diameter. Excellent for cutting.

Cerise Queen. Another new color we have added which should be in all collections. It is very bright and very striking.

Tr. Pkt.25c Oz. \$1.00

Giant Mammoth Type or California Giants—Continued

"Enchantress." This is the same pleasing color as Exquisite in the Dahlia Flowered type and is undoubtedly the most popular of all Zinnias today. This variety and "Cerise Queen," listed below, are worthy companions to "Miss Willmott" for cut flowers as well as garden show.

Tr. Pkt.25c Oz. \$1.00

Miss Willmott. Charming tone of soft but bright rose pink. . . . \$0.25 1.00

Lemon Queen. Clear primrose.25 1.00

Orange King. Rich golden orange.25 1.00

Purity. Pure white.25 1.00

Rose Queen. Rich deep rose.25 1.00

Salmon. Rich salmon rose, extra fine.25 1.00

Brightness. Bright, deep rose.25 1.00

Grenadier. Bright dark red.25 1.00

Lavender Gem. Deep lavender turning to purple.25 1.00

Scarlet Gem. Glowing scarlet.25 1.00

Violet Queen. Deep violet to purple.25 1.00

Finest Mixed. A splendid mixture, containing a large range of colors. 1/4 Lb. \$2.75 .20 .75

NEW ZINNIA, GIANT MAMMOTH

"Daffodil." Bright canary yellow resembling narcissus King Alfred in color. Very fine.

Tr. Pkt.50c 1/4 Oz.75c Oz. \$2.25

NEW ZINNIA, DAHLIA FLOWERED

"Coral Queen." Lustrous coral-salmon with a cerise reflex to the opening petals.

Tr. Pkt.50c 1/4 Oz. \$1.00

NEW ZINNIA

"Scabious Flowered." (See Novelty Pages.) Tr. Pkt.50c

ZINNIA ELEGANS—"Lilliput"

Small Double Flowers. These small flowered Zinnias are becoming wonderfully popular throughout the country as a cut flower, particularly the "Salmon Rose."

	Tr. Pkt.	1/4 Oz.	Oz.
Crimson Gem	\$0.15	\$0.25	\$0.75
Golden Gem15	.25	.75
Salmon Rose. Very select25	.40	1.50
Scarlet Gem15	.25	.75
White Gem15	.25	.75
Mixed Colors15	.25	.75

ZINNIA ELEGANS LILLIPUT—"Salmon Rose"

Our grower has spent much time in improving this popular variety. It is used extensively for border work and bedding. Also makes a desirable filler for basket work.

Tr. Pkt.25c 1/4 Oz.40c Oz. \$1.50

ZINNIAS—Miscellaneous Varieties

Red Riding Hood. A dwarf, compact sort with small, double red flowers.

Tr. Pkt.20c Oz.75c

Giant Picotee, "Golden Pheasant." Ground tipped with maroon.

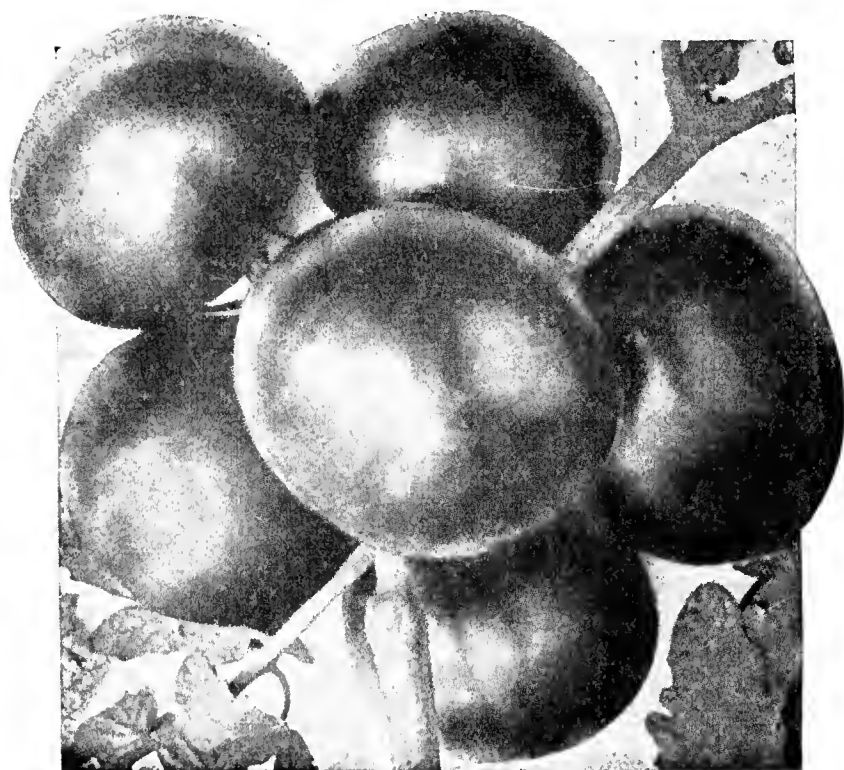
Tr. Pkt.35c Oz. \$1.80

Mexicana Perfection (Haageana). Single yellow. Tr. Pkt.30c Oz. \$1.00

FOR SUMMER AND EARLY FALL CUT FLOWER ZINNIAS CANNOT BE SURPASSED.

GROW VEGETABLE PLANTS

For Home Garden Trade



TOMATO "JOHN BAER"

CABBAGE

One ounce will produce about 2,000 plants.

	Oz.	1/4 Lb.	Lb.
Early Jersey Wakefield (selected strain)	\$0.20	\$0.60	\$2.00
Early Flat Dutch	.20	.60	1.80
Copenhagen Market (selected strain)	.25	.75	2.30
Danish Ball Head (Dwarf Amager)	.30	.85	2.80
All Seasons	.20	.60	1.80
Premium Flat Dutch	.20	.60	2.00
Dutch Winter or Hollander	.20	.60	2.00

CAULIFLOWER

New Snowball. New Snowball is the best general purpose variety for either spring or fall planting. Heads are usually 9 to 10 inches across, perfectly white. Solid, deep and compact.

Pkt.....	.25c	1/4 Oz.....	.75c	1/2 Oz.....	\$ 1.25
Oz.....	\$2.00	1/4 Lb.....	\$6.50	Lb.....	\$21.00

Earliest Dwarf Erfurt. Combines all pedigree points—earliness, purity of color, dwarf habit and fine grain. A profitable market garden sort.

Pkt.....	.25c	1/4 Oz.....	.75c	1/2 Oz.....	\$ 1.25
Oz.....	\$2.00	1/4 Lb.....	\$6.50	Lb.....	\$21.00

Dry Weather. For dry climate and dry seasons. Very sure heading and second early. Heads larger than Snowball and snow white.

Pkt.....	.25c	1/4 Oz.....	.75c	1/2 Oz.....	\$ 1.25
Oz.....	\$2.00	1/4 Lb.....	\$7.00	Lb.....	\$23.00

Danish Snowball. This is a grand second early. It is the result of long, careful selection, and uniformly produces even, regular heads. Through many seasons it has proven itself reliable.

Pkt... .25c	1/4 Oz... .75c	Oz... \$2.00	1/4 Lb... \$6.00	Lb... \$20.00
-------------	----------------	--------------	------------------	---------------

CELERY

One ounce will produce about 5,000 plants.

Golden Self-Blanching. Oz... .60c 1/4 Lb... \$1.50 Lb... \$5.00

White Plume. Of the white varieties this is recognized the best.

Selected Stock. Oz..... .35c 1/4 Lb..... \$1.00 Lb..... \$3.00

Celeriac (Turnip Rooted or German Celery). Large smooth Prague. Oz..... .35c 1/4 Lb..... .75c Lb..... \$2.35

Numerous florist-growers throughout the U. S. A. annually realize a handsome profit in the supplying of vegetable plants to their home garden customers, especially tomato plants for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

NOTE: Where not otherwise quoted, we supply 1/2 Oz. at Oz. rate.

EGG PLANT

One ounce to 1,000 plants. Seed germinates very slowly and requires warm ground.

Black Beauty. Early and productive. Fruit large and of a rich glossy black color. Oz..... .50c 1/4 Lb..... \$1.50 Lb..... \$5.00

New York Purple. Oz..... .45c 1/4 Lb..... \$1.50 Lb..... \$5.00

KOHLRABI

	Oz.	1/4 Lb.	Lb.
Short-leaved Early Erfurt	\$0.20	\$0.50	\$1.40
Early White Vienna	.20	.50	1.30
Early Purple Vienna	.20	.50	1.40

LETTUCE—Leaf Varieties

	Oz.	1/4 Lb.	Lb.
Black-Seeded Simpson, Sel. Stock	\$0.15	\$0.40	\$1.20
Grand Rapids Forcing, Ex. Sel. Stock	.15	.45	1.40

Cabbage and Head Varieties

May King. Very early	\$0.15	\$0.40	\$1.20
Imp. Hanson. Very large, firm heads	.15	.45	1.30

PARSLEY

	Oz.	1/4 Lb.	Lb.
Champion Moss Curled	\$0.15	\$0.30	\$0.80

PEPPER

One ounce will produce about 1,000 plants.

	Oz.	1/4 Lb.	Lb.
Sweet Mountain	\$0.35	\$1.00	\$3.50
Ruby King	.35	1.25	4.50
Bull Nose, Hot	.50	1.50	5.50
Long Red Cayenne	.50	1.60	3.80
Large Bell Sweet	.35	1.00	3.50

RADISH

	Oz.	1/4 Lb.	Lb.
Improved Early Scarlet Globe, Select	\$0.10	\$0.25	\$0.70
Early Scarlet Globe, White Tip	.10	.20	.60
20-Day Forcing, Early Olive-shape	.10	.20	.60
Scarlet Turnip, White Tip (Sparkler)	.10	.20	.60

TOMATO

	Oz.	1/4 Lb.	Lb.
Chalk's Early Jewel	\$0.40	\$1.25	\$4.00
John Baer	.40	1.25	4.00
Earliana	.40	1.25	4.00
Bonny Best	.40	1.25	4.00
Improved New Stone	.35	1.00	3.00
Marglobe	.50	1.50	5.00
Dwarf Stone	.50	1.75	6.00
Dwarf Champion	.50	1.75	6.00
Ponderosa	.60	2.00	7.00

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed green; one-, two-, three-, five-, ten-, fifteen- and twenty-

five-pound bags. Price 25c per pound in any quantity. Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

All quotations for grass seeds subject to market changes.

HARDY PERENNIAL PLANTS

PLEASE NOTE

Prices quoted in this list are for strong field roots, NOT seedlings.

Perennials are a real need for the average florist, blooming at a time when greenhouse stock is scarce, and by growing a collection of cut flower kinds such as listed in these pages you are assured of flowers for a job which must be turned out in a limited time. We have grown on contract all Perennial and Rock Plants that are worth while and we are in position to supply practically all kinds in commerce at low market values. Please write us about your perennial needs.

NOTE SPECIAL LOW PRICES TO CONFORM TO THE TIMES

Provide a supply of Hardy Plants for your customers' gardens. The demand for same is yearly on the increase.

ACHILLEA

	Per 10	Per 100
Ceres Queen. Cerise red, finely cut deep green foliage	\$1.00	\$ 6.00
Perry's White. 1 to 2 feet; June to August. Nothing better for cutting. An excellent filler. The whitest of all Achilleas.....	1.00	6.00
Parmica Fl. Pl. "The Pearl." Double pure white flowers borne in the greatest profusion	1.00	6.00

ACONITUM

Fischeri. Large, pale blue.....	\$1.00	\$ 7.00
---------------------------------	--------	---------

ANTHEMIS

Kelwayii (Hardy Marguerite). Two feet Daisy-like yellow blossoms, produced all summer. Excellent for cutting	\$1.25	\$ 8.00
--	--------	---------

AQUILEGIA or COLUMBINE

The Columbine is one of the most beautiful of all hardy plants. The following varieties are all suitable for cutting and are attractive when used with other flowers.

Dobbie's Imperial Hybrids. A very fine assortment by a European hybridizer	\$1.50	\$10.00
Martin's Superb Pink. This strain of pink Aquilegia, without a doubt, is the finest pink strain in cultivation	1.50	10.00
Mrs. Scott Elliott Hybrids. There is not a better mixture grown in the world. Wonderful colors with very long-spurred flowers.....	1.25	8.00
Nivea Grandiflora. Double white..	.85	6.00

ARTEMESIA

Silver King. Its bright silver-colored stems and foliage are of great value as a filler for bouquets, sprays, baskets, or all sorts of floral combinations. By cutting and drying the stems it is very valuable in the winter for filler...\$1.25	\$ 8.00
Lactiflora. Creamy white.....	.85 6.00

HARDY ASTERS Michaelmas Daisies

These are among the showiest of our late flowering hardy plants giving a wealth of bloom during September and October.

Climax. One of the best and showiest with large pyramidal spikes of large, light lavender-blue flowers. Very free. 5 feet.....\$1.00	\$ 6.00
Climax White. Large, pure white..	1.00 6.00

Please refer to our special perennial catalogue for complete list of Hardy Asters. Mailed free.

BAPTISIA False Indigo

	Per 10	Per 100
Australis. Deeply cut foliage and spikes of dark blue; lupine-like flowers	\$1.00	\$ 6.00

BOLTONIA

Asteroides. Among the showiest hardy plants with large single Aster-like flowers. Pure white; very effective; 6 to 7 feet.....\$1.00	\$ 6.00
Latisquama. Lavender-pink. 4 to 5 feet	1.00 6.00

BUDDLEIA

Butterfly Bush

Variabilis Magnifica. This is really a shrub, but the top usually freezes back, and new growth starts from the root like other perennials. Plants grow 3 to 4 feet and are covered with long racemes of lilac-like flowers all summer.....\$1.50	\$12.00
--	---------

CAMPANULA

Bellflower

Florist Cut Flower Varieties

Medium Calcyanthema (Cup and Saucer). Blue, rose and white, colors separate. Classed among the showiest garden plants; also one of the most desirable cut flowers	\$1.00	\$ 6.00
Media. The well known "Canterbury Bells." Its numerous branches crowded with deep bells, the edges softly rolled back and fluted. In July; height 2 to 3 feet. Blue, rose or white. Valuable for cutting.....	1.00	6.00

CARNATIONS

The truest hardy outdoor carnation. No florist should be without them.

"Crimson King." It is very valuable for florists' bouquets or basket work; the color being very rich, it works up wonderfully well with all sorts of other flowers.....\$1.50	\$10.00
---	---------

WORTH WHILE

A spray of Hardy Carnations, Grenadin White with Hardy Gypsophila "Ehrlei" and ferns. By wiring four or five of the smaller blooms together, five or six dozen of these flowers will make a large spray. These Carnations bloom profusely. A small outdoor planting furnishes enough flowers for many such pieces. The plants do better if flowers are all cut as they come into bloom.

Carnations—Continued

	Per 10	Per 100
Giant Pink. An attractive delicately colored flower that fills a great variety of uses for summer cut flowers	\$1.25	\$8.00
Grenadin White. White form of the above	1.25	8.00

CENTAUREA Knapweed

Makes a fine display; excellent for cutting.

Dealbata. Large and striking rose-pink flowers; June-July.....\$1.25	\$ 8.00
Macrocephala. Large thistle-like golden yellow flowers; useful for cutting and showy in the border; July and August. 3½ feet.....	1.25 8.00
Montana Alba. Pure white.....	1.25 8.00

HARDY CHRYSANTHEMUMS

Adironda. Small, compact. Bronze flowered	\$1.00	\$ 7.00
Red and Gold. Bronze incurving petals, tipped gold.....	1.00	7.00
Autumn Glow. Rose crimson; large.	1.25	8.00
Indian. Late-flowering, very hardy variety, of medium height. Flowers are shaggy and of peculiarly pleasing coppery-red shade. A good sort	1.25	8.00
Marie Antoinette. Deep pink....	1.25	8.00
Mrs. C. Coolidge. One of the best; a splendid cardinal-red overlaid orange	1.50	10.00
Philadelphia. Early. Deep rose, aster flowered	1.00	7.00

CHRYSANTHEMUM MAXIMUM Shasta Daisy or Moonpenny

They hold an important position as desirable cut flowers.

Alaska. Extra large	\$1.00	\$ 6.00
Elder Daisy. This Daisy is now recognized by all for its earliness of flower and it is being used for forcing quite extensively with very good results	1.25	8.00
Etoile D'Or. Another of the large flowering English type, producing the largest and best flowers of any we have. Blooms July to September	1.25	10.00

PLEASE NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 10 OF A VARIETY



HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

COREOPSIS

	Per 10	Per 100
Lanceolata Grandiflora. Bright yellow. By cutting off old flowers it will bloom until fall.....	\$1.00	\$6.00

DELPHINIUM

Perennial Larkspur

Their long, showy spikes of flowers persist from June till frost and furnish the most satisfactory blues to any color scheme.

Belladonna. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers. 1 year	\$1.00	\$ 6.00
Select two year clumps.....	1.25	8.00

Bellamosum. The dark blue form of the popular Belladonna. One year	1.00	6.00
Two year	1.25	8.00

Chinensis. A very pretty variety with fine feathery foliage and intense gentian-blue flowers in open panicles. One year.....	1.00	6.00
--	------	------

English-Hybrids. (Blackmore and Langdon's best strain.) This strain, without a doubt, stands in a class by itself.		
One year plants.....	1.00	6.00
Two year plants.....	1.25	8.00

DELPHINIUM

For Growing Under Glass

These favorites should be planted on your benches January 1st to 30th, to be ready for March. It generally requires about 8 or 10 weeks to force.

Belladonna. (See description above.)		
One year	\$1.00	\$6.00
Two year clumps.....	1.25	8.00
Bellamosum. Dark blue form of the popular Belladonna. One year...	1.00	6.00
Two year clumps.....	1.25	8.00
English Hybrids. (Blackmore and Langdon's best strain.) (See description above.) One year.....	1.00	6.00
Two year clumps.....	1.25	8.00

DIANTHUS BARBATUS

Sweet William

Latifolius Atroccineus Fl. Pl. (Everlasting Hybrid Sweet William). Beautiful summer bedding variety producing masses of brilliant fiery crimson flowers all season.....	\$1.00	\$6.00
---	--------	--------

DIANTHUS

Alwoodii Types

Dianthus Alwoodii. Pale rose-pink; Pure white with a deep violet-crimson center;		
Or—Old rose-pink with maroon center	\$2.00	\$15.00

OLD-FASHIONED GRANDMOTHER'S SWEET PINKS

Abbotsford. Deep crimson, white markings	\$1.00	\$ 7.00
Laura Wilmore. Lilac rose.....	1.00	7.00
Miss Gladys Cranfield. Single, bright rose	1.00	7.00
Her Majesty. Pure white.....	1.00	7.00
Margaret Martin. Rich crimson....	1.50	10.00

DIANTHUS—"Prince Bismarck"

	Per 10	Per 100
It is absolutely hardy and beautiful when cut; very sweet-scented, lasting well in water. By keeping the flowers cut, you will be repaid by endless crops of beautiful bright rosy-pink flowers until late in the fall	\$1.50	\$10.00

DICENTRA

Bleeding Heart or Seal Flower

Spectabilis. An old-fashioned favorite; its long racemes of graceful heart-shaped pink flowers are always attractive. It is largely used for forcing	\$2.00	\$15.00
Spectabilis. Extra heavy forcing grade	3.00	25.00
Eximia (Plumy Bleeding Heart). A dwarf growing sort, with beautiful finely cut foliage and showy racemes of pretty pink flowers throughout the season.....	1.50	10.00

DICTAMNUS

Gas Plant

The Dictamnus is one of the most satisfactory hardy plants in cultivation, both on account of splendid flowers and its rich, durable foliage.

Fraxinella Alba	\$2.00	\$15.00
Fraxinella Rubra.....	2.00	15.00

DIGITALIS—"Foxglove"

Giant Shirley Foxgloves. They are a genuine "Shirley" production of extraordinary size and vigor, growing 5 to 6 feet tall.....	\$1.00	\$6.00
---	--------	--------

DORONICUM

Excelsum. Large, yellow, Marguerite like flowers, splendid for cutting.....	\$1.25	\$8.00
---	--------	--------

ECHINOPS

Ritro. Metallic blue flowers, thistle like foliage, 3 to 4 feet. July and August. Used for garden and cutting	\$1.25	\$8.00
---	--------	--------

ERIGERON—Fleebane

Speciosus. Two feet, June and July. Large handsome blue flowers, violet tinted and yellow centers; fine for cutting.....	\$1.25	\$8.00
--	--------	--------

EUPATORIUM

Coelestinum (Hardy Ageratum). A fine perennial, closely resembling the Ageratum; flowers a lavender-blue, flowering from August to frost. A fine perennial for florists' use	\$1.00	\$6.00
--	--------	--------

EUPHORBIA

Corollata. (Flowering Spurge.) Good for cutting in long sprays; and one of the most charming mist flowers to mix with bouquets of Larkspur.....	\$1.00	\$6.00
---	--------	--------



DELPHINIUM—Forced in a 9-in. Pot

FUNKIA

	Per 10	Per 100
Undulata Variegata. (Day Lily.) Graceful green leaves having fluted white edge. Very conspicuous plant for border. They are also beautiful when used as a foliage pot plant for Easter sales, also potted up about February this very hardy green and white variegated leaved plant will provide exceptional stock to "set-off" flowering plants in pans, baskets, etc., for Easter and Mother's Day sales	\$1.25	\$8.00

GAILLARDIA

Blanket Flower

Grandiflora. A most beautiful combination. Fine for cutting.....	\$1.00	\$6.00
Portola Hybrids. A new strain of large flowering. Gaillardia having a color range from reddish bronze to a deep gold. Very satisfactory as a cut flower.....	1.25	8.00
Tangerine. A striking novelty of quite a new color in Gaillardias. The elegantly built flowers are of a beautiful tangerine-orange self-color not yet seen in the family..	1.25	8.00

GEUM

Avens

Atrosanguineum Fl. Pl. Large, double crimson flowers. Valuable for cutting. July to September. Two feet	\$1.25	\$8.00
---	--------	--------

GYPSOPHILA

Baby's Breath

Does well in rather dry places. Valuable for "mist effect" in bouquets and in the garden, where a mass of delicate, misty bloom will fill a bare place.

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 10 OF A VARIETY

**HARDY GAILLARDIA COMPACTA****Gypsophila—Baby's Breath—Continued**

	Per 10	Per 100
Acutifolia. Lilac rose. 1 ft.....	\$1.00	\$ 7.00
Bristol Fairy. A double Gypsophila of greater vigor, producing larger panicles of flowers, and having the advantage of blooming more or less continuously all summer, new branches of bloom appearing after the first flush of flowers has passed, if these are cut.....	\$2.50	\$20.00
Ehrlei. New flowers pure white, almost as large as Achilleas. A fine filler for all sorts of floral pieces	2.50	20.00
Paniculata (Baby's Breath). A beautiful old-fashioned plant possessing a grace not found in any other perennial and attracting the eye of everyone. Dense spreading bush, numerous tiny flowers in light feathery panicles, delicate foliage; fine for cutting, excellent for border or large rock gardens. July and August. Strong roots. If cut and dried will make excellent filler for winter use.....	1.00	6.00

We emphasize the quality of our plants rather than the prices at which we sell them. We believe that you get enough better results from thrifty plants to warrant the prices we charge.

HELENIUM

	Per 10	Per 100
Autumnale (Sneezeweed). This handsome native perennial attains a height of three to five feet. It branches at the top and bears many large yellow flowers in autumn	\$1.50	\$10.00
Riverton Gem. Old gold, changing to wallflower red August and September. Four feet.....	1.50	10.00

HELIOPSIS

Lavis. Beautiful golden yellow daisy-like flowers growing on stalks 3 feet high. Fine for use in vases by itself or with other flowers....	\$1.00	\$6.00
---	--------	--------

HEMEROCALLIS

Well-known family resembling Lilies in character and bloom, usually sweet-scented and bearing a great quantity of yellow flowers during long periods of summer varying with the variety. They run in height from 2 to 4 feet.

Flava (Lemon Lily). Sweet-scented, clear full yellow; 2½ feet. Flowers in June.....	\$1.25	\$8.00
Thunbergii. Much like Flava, but blooms in July.....	1.00	7.00
Kwanso Fl. Pl. Double orange flowers, July, 4 to 5 feet.....	1.25	8.00

Really these hardy flowers give a touch of beauty to make up floral work that is different. They cost so little to raise in your own outdoor planting for summer, and your income from them is just as great as from greenhouse cuts and fillers. Why not start your own planting next spring?

HARDY PERENNIAL PLANTS**Particularly Desirable for Cutting****HEUCHERA**

Coral Bells	10 Per	100 Per
--------------------	-----------	------------

Most striking in the garden and light and graceful for cutting.

Sanguinea—"Coral Bells." Grows about 2 feet high, with scalloped purple-tinged round leaves; and throughout the summer throws up innumerable erect, slender flower stems, each crowned with a loose umbel of coral-red flowers.....	\$1.50	\$12.00
Brizoides. Pale pink.....	1.50	10.00

HOLLYHOCKS

Double. Pink, white, yellow, red, maroon, lilac	\$0.85	\$ 6.00
Single. Red, salmon, white, yellow.	.85	6.00

IRIS GERMANICA**German Iris**

Ambassadeur. S. a fascinating smoky velvety purple color; F. velvety purple-maroon; beards and style yellow. A magnificent and regal flower of great substance. 48 inches.	\$1.50	\$12.00
Gold Imperial. Bright yellow, beard orange	1.20	10.00
Lent A. Williamson. Early. Rated in 1922 by the American Iris Society as the finest Iris in the world. Campanula violet and velvety royal purple. Brilliant gold beard. Massive in growth and flower60	5.00
Lohengrin. A rich, silvery lilac Iris which shows a delightful pink tone in the early hours of the morning and also again in the late afternoon. It has splendid stiff stems and is one of the best landscape Irises in the world. 24 to 30 inches high60	5.00
Lord of June. A very handsome Iris of largest size that is one of the most effective show varieties either in the garden or as a cut stalk. S. very broad and floppy, light chickory-blue; F. drooping lavender-violet; half marked with widely spaced reticulations of old gold. Stalks low and widely branching, with several flowers open. 36 inches	1.00	8.00
Queen Caterina. Pale lavender-violet with orange beard; white haft veined with bronze.....	.80	7.00
Shekinah. Pale yellow, shaded amber80	7.00
Choice mixed50	3.00
Per 1,000		25.00

IRIS KAEMPFERI**Japanese Iris**

Astarte. Double beautiful dark violet	\$1.50	\$10.00
Gekka-No-Nami. Earliest to bloom, and the choicest white; very free. Glistening white with creamy white stigmas	1.50	10.00

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 10 OF A VARIETY



HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

Irish Kaempferi—Continued

	Per 10	Per 100
Elenor Parry. Double, claret red, flamed white and blue.....	\$1.00	\$ 8.00
Gold Bound. A fine double, pure white, enriched by a creamy glow from the gold banded center....	1.50	10.00
Hercule. Double, clear lilac blue..	1.50	10.00
Koki-No-Iro (Purple and Gold). Enormous double flowers, often eight inches across, early and free blooming; one of the very best varieties. Color rich violet-purple with white petaloids tipped violet. The conspicuous golden throat extends outward in sharp bluish-white rays	1.50	10.00
Marjorie Perry. Double, delicate light mauve, extra fine.....	1.50	10.00
Mahogany. Purple mahogany red..	1.50	10.00
Patrocle. Single, superb dark violet.	1.50	10.00
Proserpine. Single, bright rich blue, produced by sanding of velvety blue on white	1.50	10.00
Reine des Bulgares. Deep blue shading with age to light blue with white veins. A very fine and free-growing plant	2.00	15.00
Rose H. Scheepers. Double, mauve gray, overlaid with blue.....	1.50	10.00
Ski-No-Ryo. Double blue and white.	1.50	10.00
Waria Hotei. Large, lavender-blue, with primrose blotches.....	3.00	25.00
William Tell. Cream white with lilac	3.00	25.00
Choice mixed	2.00	15.00

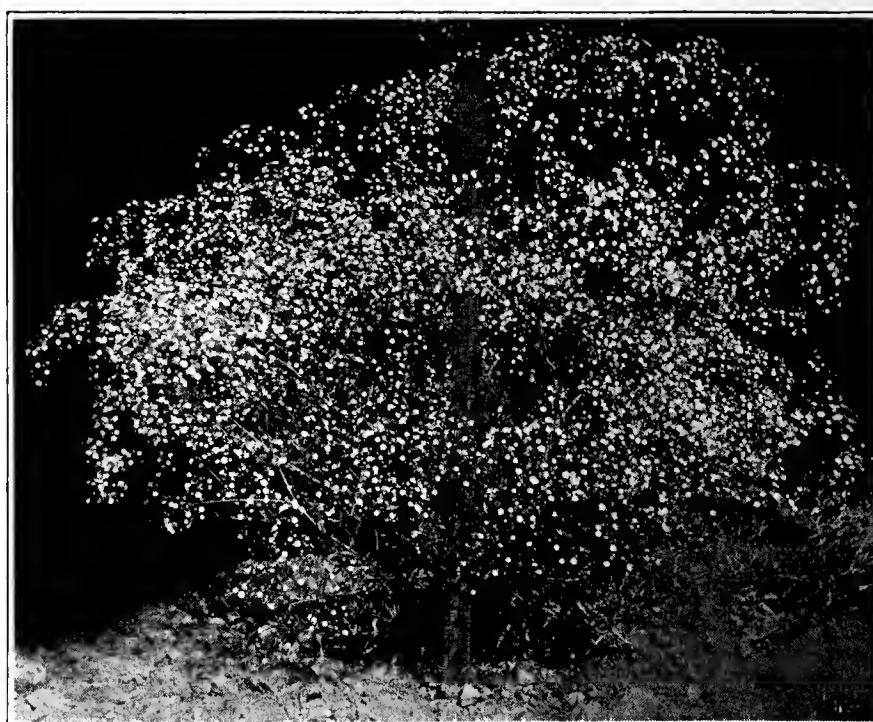
LATHYRUS

Latifolius. (Hardy Sweet Peas). Crimson, pink or white.....	\$0.85	\$ 6.00
--	--------	---------

LIATRIS

Blazing Star or Gayfeather

Calliopsis. A compact type; flowers rich crimson growing to a height from 2 to 3 feet. About two weeks earlier than Pycnostachya	\$1.50	\$10.00
Pycnostachya. A perfectly hardy perennial of luxuriant growth, doing well in any kind of soil, poor or rich, moist or dry, producing richly colored purple flowers on stout stalks 6 feet high in graceful spikes one foot long. In bloom during July and August. First rate cut flowers	1.25	8.00



GYPSOPHILA "EHRLEI"
Desirable for use in fresh state or dried

Liatris—Continued

	Per 10	Per 100
Scariosa (Late Type). This is a much showier form than is usually sent out for this plant. It has large, showy purple heads and flowers much larger than the others. A very imposing form. September. Four to five feet.....	\$1.25	\$8.00
Scariosa (Early Type). Similar to above except it flowers in early August and grows from 2 to 3 feet	1.25	8.00

LUPINUS

Effective plants producing large spikes of flowers, blooming in May and June. Are very popular for cut flowers.

Polyphyllus. Blue, rose and white, separate	\$1.50	\$10.00
---	--------	---------

PENSTEMON

Coral Gem. Pink.....	\$1.00	\$ 7.00
Shell Pink	1.25	8.00
Barbatus. Scarlet85	6.00

PEONIES

Alexandriana. Light violet-rose....	\$2.50	\$20.00
Baroness Schroeder. Rose type; late. White with shadings of flesh.....	3.50	30.00
Felix Crousse. Medium bright red; fragrant	3.00	25.00
Karl Rosenfield. A better Peony and a better quality of red than any of the older red sorts; pure, rich, intense crimson, of half-rose type	3.50	30.00
Marie Jacquin. White, semi-double	2.50	20.00
Mme. Ducl. Pink, silvery reflex....	2.50	20.00
Mon's Dupont. Ivory white, splashed carmine	3.00	25.00

Peonies—Continued

	Per 10	Per 100
Mons. Jules Elie. Bomb type; early mid-season. King of all Peonies. Color an ideal glossy lilac-pink, shading to a deeper rose at the base, the entire flower overlaid with a sheen of silver. Ideal for cut flowers	4.00	35.00
President Roosevelt. Brilliant red..	3.50	30.00
Princess Beatrice. Violet-rose and cream-white	2.50	20.00

Peonies Under Color for Your Garden Customers

	Doz.	100
Red Shades	\$3.00	\$22.00
Pink Shades	2.75	20.00
White Shades	2.75	20.00
Equal Quantities of 3 Shades.....	2.75	20.00

PHLOX

B. Comte. Rich satiny amaranth..	\$1.25	\$8.00
Bridesmaid. Pure white with large crimson carmine eye	1.00	6.00
Brilliant. New. Deep rose, dark eye. Extra fine	1.25	8.00
Eclaireur. Brilliant rosy magnet; white eye	1.00	6.00
Electra. Brilliant red; July-August; 16 inches	\$1.50	\$10.00
Enchantress. Bright salmon-pink; dark eye; vigorous grower.....	1.50	10.00
Graf Zeppelin. Pure white flowers with vermilion-red eye.....	1.50	10.00
Iris. Purplish-blue. Large flowers of perfect form. 3 1/2 feet.....	1.00	6.00
Mme. French. Bright vermilion-scarlet	1.00	7.00

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 10 OF A VARIETY



PHYSOSTEGIA (FALSE DRAGON HEAD)—Desirable for Cutting

Phlox—Continued

	Per 10	Per 100
Miss Lingard. Pearly white flower, with delicate pink eye; very remarkable bloomer, producing two or three crops of flowers during the season; indispensable as a cut flower for florists' use.....	\$1.25	\$8.00
Mme. Paul Dutrie. Soft pink.....	1.00	6.00
Pantheon. The peerless pink. Extra large, almost flat flowers of salmon rose	1.00	6.00
Rheinlander. Beautiful salmon-pink with claret-red eye. Individual trusses of immense size	1.00	6.00
Richard Wallace. White; large carmine eye	1.00	6.00
Rynstrom. An improved form of the popular variety Pantheon; fine for massing; of a Paul Neyron rose color; 2½ feet	1.00	6.00
R. P. Struthers. Rosy carmine shaded orange scarlet	1.00	6.00

For complete list of Phlox, please refer to our special catalogue mailed free.

PHYSALIS

Chinese Lantern

Francheti. This wonderfully decorative plant is easy to grow and multiplies rapidly. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter.....	\$1.00	\$6.00
---	--------	--------

PHYSOSTEGIA

False Dragonhead

	Per 10	Per 100
Virginica Vivid. Dwarf, compact, heavy blomer; flowers deep pink. Very good for cutting flowers, lasting well in water.....	\$1.25	\$8.00

PYRETHRUM

Painted Daisies

Atrosanguineum. Seeds selected from dark crimson varieties.....	\$1.00	\$6.00
Florence Shadley. Beautiful pink, an exceptional cut flower. Per 25	7.00	
Per 50	13.00	
Per 100	25.00	
World's Fair. A companion to "Florence Shadley"; of a beautiful cerise-red color. Exceptional for cutting. Per 25	9.00	
Per 50	17.75	
Per 100	35.00	
Roseum Hybridum. Flowers ranging from pure white through shades of pink to deep crimson are beautiful on the plant or as cut flowers. They flower the last of May and through June.....	1.00	6.00

HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

RANUNCULUS

Buttercup

Well known double yellow buttercup, effective as a cut flower.

	Per 10	Per 100
Acris Fl. Pl. A pretty double flowering bright golden yellow buttercup blooming in great abundance in May and June. 24 inches. Good for cutting.....	\$1.00	\$7.00

RUDBECKIA

Laciniata (Golden Glow). Showy, tall border species; large yellow flowers	\$1.00	\$6.00
Newmanii (Black Eyed Susan). Dark orange flowers with deep purple cone; borne on stiff, wiry stems three feet high. July to September	1.00	6.00
Purpurea. Peculiar reddish-purple flowers with a very high, large, brown cone-shaped center, on 2 to 3 foot stems. July to October.	1.00	6.00

SALVIA

Azurea Grandiflora. Sky blue....	\$0.85	\$ 6.00
----------------------------------	--------	---------

SCABIOSA

Pincushion Flower

Caucasica (Blue Bonnet). A soft and charming shade of lavender	\$1.25	\$8.00
Caucasica Alba (White Bonnet). The white form of the preceding....	1.25	8.00
Gt. Isaac House Hybrids. A fine strain of extra large flowered blue shades. Beautiful doubles.....	1.50	10.00

SHASTA DAISY

(See Chrysanthemums Maximum for complete list.)

STATICE

Sea Lavender

Latifolia. Grows 15 to 18 inches high with tufts or clumps of thick leathery foliage and immense panicles of delicate blue flowers. Individual flowers, very minute; similar in form to the Forget-Me-Not, but made into heads 18 inches or more across	\$1.25	\$8.00
Dumosa. Silver gray, everlasting...	2.00	15.00

STOKESIA

Stoke's Aster

Cyanea. A fine hardy plant of the Aster family. The flowers of a wonderful shade of azure blue, the petals finely divided. August.	\$1.25	\$8.00
--	--------	--------

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 10 OF A VARIETY



HARDY PERENNIAL PLANTS

Particularly Desirable for Cutting

THALICTRUM

Meadow Rue Per Per
 10 100

Dipterocarpum. Beautiful novelty in the way of Delavayi; lovely mauve flowers in large panicles; most charming for cutting\$1.50 \$10.00

TRITOMA

Red Hot Poker

Pfitzeri. Rich orange-scarlet blooms borne on stems 3 feet high, very attractive for mass planting or singly in the border. In bloom from August to October. Succeeds in any garden soil, but responds quickly to liberal feeding. Must be protected in winter.....\$1.50 \$10.00

Pfitzeri. Extra heavy grade..... 2.00 15.00
Grandiflora Hybrids 1.25 8.00

TROLLIUS

Globe Flower

Europeus. Grown from seed. Colors ranging from lemon-yellow to orange\$1.50 \$10.00

VIOLA

Tufted Pansies

Per Per
10 100

Apricot. Large blossoms of various shades of apricot yellow from May to September; 6 to 8 inches.....\$1.50 \$10.00

Jersey Gem. Color is pure, rich violet, and slightly perfumed. It is one of the best introductions in the list of the hardy plants in recent years..... 1.25 8.00

VIOLET

Frey's Fragrant. New, improved Herrick; hardy; very sweet..... 2.00 15.00

Gov. Herrick. Large, shining leaves and flowers of rich, deep purple..... 1.50 10.00

Prince of Wales. The demand with the florist grows for this variety from year to year. This year we have a nice supply of strong field-grown clumps that will make an extra good grade for greenhouse planting 1.25 8.00

Princess Mary. The new semi-double. Fine, fragrant 1.25 8.00



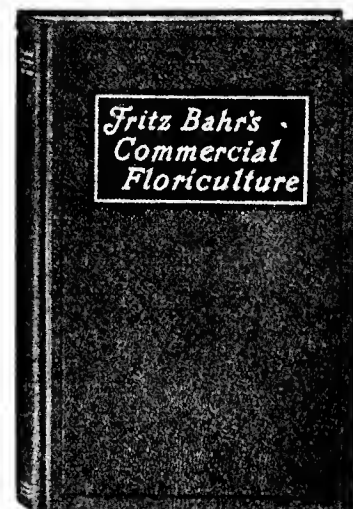
LIATRIS PYCNOSTACHA



TRITOMA PRITZERI—"Red Hot Poker"

IF YOU ARE A FLORIST

You will need perennials to provide profits throughout the dull summer months. Practically every florist grower has a plot of ground adjoining his greenhouses. This space can be made to pay by planting such perennials as Aquilegias, Artemesia, Hardy Asters, Hardy Chrysanthemums, Hardy Carnations, Campanulas, Daisies, Delphiniums, Gaillardias, Hardy Gypsophila, Liatris, Regal Lilies, Physostegia, Pyrethrum, Rudbeckia, Statice and many other good perennials which are suitable for cut flower purposes. Your assortment of plants can be arranged so that you can start cutting flowers from the early summer months until late fall. This period will cover the dull seasons while greenhouse flowers are scarce. You will find that you can make up all kinds of floral pieces every bit as beautiful as those you make from greenhouse material. In addition you are giving your customers something different.



Our Five Reasons for Indorsing and Recommending the New Revised Edition of FRITZ BAHR'S COMMERCIAL FLORICULTURE

1. It's the best book on the subject.
2. Its 616 pages are crowded with valuable reading matter pertaining and covering every phase of the florist business.
3. It's a book every beginner should read and study, for him it means obtaining information vital toward success.
4. It's giving those already started into the business worthwhile suggestions on how to keep on going and accomplish more.
5. It's of equal value to the experienced grower as it contains the best, most up-to-date cultural methods for plant and cut flower crops for both under glass and outdoors.

IF YOU ARE IN THE RETAIL GROWING BUSINESS, or if you have any idea of ever getting into it, you can make no better investment than to buy a copy of Fritz Bahr's Commercial Floriculture.

Or if you have a retail grower friend or relation to whom you are indebted, send him a copy and enjoy the satisfaction of knowing that you have gone a long way toward squaring accounts.

The price is \$5.50 per copy postpaid for cash with order or postage extra on charge orders.

NOTE: WE DO NOT SUPPLY SMALLER UNITS THAN 10 OF A VARIETY

MISCELLANEOUS SPRING BULBS

CANNAS

True to name. Large flowering. The ideal bedding plant. Strong northern Texas grown. 2 to 3 eye dormant roots.

Ambassador. Brilliant red, bronze foliage; 4 feet. 100.....\$6.00 1,000.....\$55.00
A distinguished looking Canna. Flowers vivid cherry-red; has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.

City of Portland. Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade. 100.....\$5.50 1,000.....\$50.00

Hungaria. 3½ feet. La France pink. 100.....\$5.00 1,000.....\$45.00

King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. It is a cross between the orchid-flowering and the French, or Crozy type, combining the large flowers of the one with the free-blooming character of the other, with handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet. 100... ..\$4.00 1,000.....\$35.00

King Midas. Clear yellow, green foliage. The finest and largest yellow Canna in existence. 100.....\$5.00 1,000.....\$45.00

Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet. 100.....\$5.50 1,000.....\$50.00

The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. It is an offspring of the famous Firebird. The President leads the red varieties in the quality and also the quantity of its bloom. The flowers are 7 inches across; the individual petals are firm and long standing, and do not burn, and the trusses stand up stiff on strong stems. The foliage is rich green and burn-proof in the hottest weather. 100.....\$4.00 1,000.....\$35.00

Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Has the same habit of growth as its parent; foliage a very dark green, with flowers measuring 5 to 7 inches across; individual petals measuring 3 to 3½ inches in diameter. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. 100.....\$4.00 1,000.....\$35.00

TUBEROUS-ROOTED BEGONIAS AND GLOXINIAS

"True Belgian Strain"

Tuberous-rooted Begonias, for pot plants and bedding.

Tuberous - Rooted, single. Large blooming bulbs. Scarlet-pink, rose, crimson, yellow, orange, salmon, white.

Begonias. Single. 1¼ to 1½ inch.
100.....\$6.50 1,000.....\$60.00
1½ to 1¾ inch.
100.....\$9.50 1,000.....\$90.00
2 inch, scarce.
100....\$12.50 1,000....\$120.00

Tuberous-Rooted, double. Large blooming bulbs. Crimson, scarlet, yellow, salmon, white, pink.

Begonias. Double. 1¼ to 1½ inch.
100.....\$7.50 1,000.....\$70.00
1½ to 1¾ inch.
100.....\$10.50 1,000....\$100.00
2 inch, scarce.
100....\$13.50 1,000....\$130.00

GLOXINIAS

Exceptional for pot plants. Large blooming bulbs. Separate colors.

Gloxinias. 1¼ to 1½ inch.
100....\$13.00 1,000....\$125.00
1½ to 1¾ inch.
100....\$15.50 1,000....\$150.00
2 inch, scarce.
100....\$17.00 1,000....\$165.00

GIANT AMERICAN HYBRID AMARYLLIS

The choicest strain ever offered.

This is the finest strain of Amaryllis that has ever been produced in this country, ranging in color from pure white grounds with varied markings of rose, red and crimson to the richest self-colors, as scarlet, crimson, bright red, cherry and almost maroon.

We offer them in choicest mixed colors.

Blooming size bulbs. Doz...\$4.00 100...\$27.00
Large size bulbs. Doz...\$4.50 100...\$30.00

TUBEROSES

We are among the largest handlers of these important florists' bulbs, and take special pains to have our stock kept healthy and true, and to reach us from our growers in perfect condition. Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

Double Pearl. 3 to 4 inches.
100.....\$2.00 1,000.....\$15.00

Double Pearl. 4 to 6 inches, extra large.
100.....\$3.00 1,000.....\$25.00



AMARYLLIS—GIANT AMERICAN HYBRIDS

CALADIUM ESCULENTUM— Elephant's Ear

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale.

	100	1,000
5 to 7 inch circumference.....	\$3.00	\$25.00
7 to 9 inch circumference.....	5.00	45.00
9 to 11 inch circumference.....	8.50	80.00

FANCY LEAVED CALADIUMS— True Brazilian

(See colored illustration on front cover of this catalogue.)

There are no finer colored foliage plants for summer use; splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line and represents only the choicest highly colored varieties.

Assorted colors, named varieties mixed.

	100	1,000
100.....	\$14.00	\$120.00
5,000.....		\$105.00 per 1,000

ISMENE CALATHINA— Peruvian Daffodil

A grand summer flowering bulb, producing with great freedom large Amaryllis-like, pure white, fragrant blossoms. Exceptional for cut flowers.

	100	1,000
Large size bulbs, Doz....	\$2.25	\$15.00
Medium size. Doz....	\$1.75	\$12.00

TEXAS GROWN CANNA ROOTS ARE IN A CLASS BY THEMSELVES.



A. B. C. "SUPREME" QUALITY

DAHLIA ROOTS

Produced under contract by a specialist grower who primarily confines his large crop to "Quality" cut flower sorts which are listed on this page.

FIVE IDEAL LARGE FLOWERING DAHLIAS FOR CUT FLOWERS

We do not hesitate to recommend most highly the following outstanding large flowering decorative kinds for cutting as well as garden show.

Fort Monmouth. Rich maroon shaded bluish violet.

Each...50c Doz...\$4.80 100...\$36.00

"Jane Cowl." Upright flower, very large. Color, golden bronze.

Each...50c Doz...\$5.00

"Jersey's Beauty." (See illustration opposite.) Is a true decorative flower of real merit; excellent formation; strong, straight, stiff stems; large in size, good depth and good keeper; color, a beautiful, clear rose-pink; in short, the "Ideal" cut flower Dahlia.

Each...15c Doz...\$1.50 100...\$10.00

"Mrs. I. De Ver Warner." Orchid pink; very large, extra stem; strong grower, free bloomer.

Each...15c Doz...\$1.25 100...\$8.00

"Sagamore." Color is of a beautiful golden-yellow suffused with orange. The habit of growth of "Sagamore," length of stem and free flowering qualities make it particularly valuable for early fall decorations.

Each...15c Doz...\$1.50 100...\$10.00



"JERSEY'S BEAUTY"—The Outstanding Cut Flower Variety of Today

ADDITIONAL DESIRABLE LARGE FLOWERING CUT-FLOWER VARIETIES

Avalon. Decorative yellow.

Each...25c Doz...\$2.40 100...\$18.00

Barbara Redfern. Decorative, rose and old gold.

Each...50c Doz...\$4.80 100...\$36.00

Caspar Ware. Decorative, silvery rose.

Each...45c Doz...\$3.60 100...\$24.00

Chemar's Eureka. Decorative, white.

Each...45c Doz...\$4.80

Cigarette, Cactus. Creamy, white edged orange.

Each...45c Doz...\$3.60 100...\$24.00

Dr. Tevis. Decorative type. Salmon, rose, old gold and apricot.

Each...15c Doz...\$1.80 100...\$12.00

Edith Byrl. Decorative, autumn shade.

Each...60c Doz...\$6.00 100...\$42.00

Jack Rose. Brilliant red.

Each...12c Doz...\$1.20 100...\$6.00

Jean Kerr. Decorative, white.

Each...20c Doz...\$2.00 100...\$15.00

Judge Alton Parker. Decorative, coppery salmon.

Each...18c Doz...\$1.80 100...\$12.00

Kohinoor, Cactus. Dark maroon.

Each...50c Doz...\$4.80 100...\$36.00

Kitty Dunlap. Decorative, American beauty rose.

Each...18c Doz...\$1.80 100...\$12.00

Mariposa, Cactus. Pink and violet.

Each...25c Doz...\$2.40 100...\$18.00

DAHLIAS, LARGE FLOWERING— (Continued)

Marmion. Decorative, golden yellow.

Each...60c Doz...\$6.00 100...\$42.00

Maud Adams. Show type. White, overlaid pink.

Each...12c Doz...\$1.20 100...\$8.00

Mina Burgle. Decorative, scarlet.

Each...12c Doz...\$1.20 100...\$7.20

Mr. Crowley. Decorative, salmon pink.

Each...25c Doz...\$2.40 100...\$18.00

Mrs. John Bowman. Decorative, yellow.

Each...12c Doz...\$1.20 100...\$8.00

Mrs. John Scheepers. Decorative, yellow suffused pink.

Each...25c Doz...\$2.40 100...\$18.00

Pride of California. Decorative, crimson.

Each...15c Doz...\$1.50 100...\$10.00

Regal. Decorative, bronze and gold.

Each...90c Doz...\$9.60

Souv-Gustav Doazon. Decorative type. A pleasing shade of orange-red; vigorous grower; heavy, dark green foliage.

Each...10c Doz...\$1.00 100...\$6.00

Tommy Atkins. Decorative, red.

Each...25c Doz...\$2.40 100...\$18.00

Vivian Wright. Decorative Pink.

Each...25c Doz...\$2.40 100...\$14.40

World's Best White. Large.

Each...50c Doz...\$4.80 100...\$36.00

LARGE FLOWERING DAHLIAS— Under Color.

Various shades of red, pink, white, purple, maroon, yellow or variegated.

Doz...\$1.00 100...\$7.00

DAHLIAS, LARGE FLOWERING

Mixed, all colors.

Doz...\$1.00 100...\$7.00

POMPON DAHLIAS

Exceptional for basket work, etc.

Belle of Springfield. Bright red.

Each...18c Doz...\$1.45 100...\$9.60

Fairy Queen. Pompon, sulphur-yellow edged pink; fine bloomer; good for basket and design work.

Each...18c Doz...\$1.45 100...\$9.60

Joe Fette. Pompon, a very good white.

Each...17c Doz...\$1.40 100...\$9.00

Klein Domitea. Pompon, a beautiful autumn shade in great demand for retail stores in general, due to its wonderful use in basket work, table decorations, etc.

Each...17c Doz...\$1.40 100...\$9.00

Little Jewel. Beautiful pink; very popular.

Each...18c Doz...\$1.45 100...\$9.60

Yellow Gem. Bright yellow.

Each...15c Doz...\$1.25 100...\$8.00

DAHLIA "JERSEY'S BEAUTY" IS A MOST DESIRED CUT FLOWER VARIETY

FORCING GLADIOLUS

It has been fully determined that planting Gladiolus bulbs in December or early January in the greenhouse does not allow of proper development into a finished blooming spike, the many dark days following during course of production causing bulbs to produce excessive foliage and small flower spikes. On the contrary, February planting with a better average of sunshine invariably produces finished quality. Maintaining a "chrysanthemum temperature" with plenty of air at all times seems to be desirable for successful Gladiolus culture under glass. Forcing, invariably, causes bulbs to come blind; this is proven by the fact that bulbs of the same class and of even

smaller size than generally planted for forcing will bloom 100 per cent in the open ground. Therefore, it is conclusive that bulbs of 1½-inch diameter and upward will prove successful under reasonably normal culture.

Our annual output of Gladiolus is over 8,000,000 bulbs, and we are in position to supply in quantity both so-called first size 1½-inch and up, and 1¼-inch and up. 1½-inch and up is recommended for forcing, and either 1½-inch or 1¼-inch for open ground culture. We suggest placing order early and we will forward bulbs any time desired by customers.

A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs

We have classified our Gladiolus in colors and shades, giving you the standard varieties and the newer introductions that are meeting with favor under separate classifications. Bring your business back with better quality. Bulbs are all treated, and no flowers cut, which allows full strength to the finished bulb.

AH. Pale apricot-pink and yellow. Medium sized flower on vigorous plant and foliage.

AVALON. An extra choice blush white with very beautiful red throat markings.

BATTLE CREEK. An attractive, almost self-colored deep-violet, a little deeper in throat.

BOBBY. An immense and beautiful deep-rose with extra large and beautiful blush-red throat blotches.

BUCKEYE. Very large, massive bloom of fine rose-pink color with tint of old-rose at edge of petals.

BUMBLEBEE. Salmon rose-pink, ruffled.

BUTTERBOY. Large buttercup-yellow flowers, nicely spaced on spike.

DR. J. H. NEELEY. Very large and refined flowers of finest blush white. Throat clear and clean, pure, soft-white, tinted softest light canary-yellow or cream.

FIRE RIBBON. Tall, with many blooms open at a time. The spike is a long, fiery bank of glowing red.

FLAMING VALE. Very tall, long spikes with large, deep, cardinal-red flowers. Throat a little deeper.

GOSHEN. A fine Pendleton seedling of medium deep silvery rose-pink color. Large, showy rose-red blotches. Very good.

GLORY OF TEUCH. Medium deep yellow.

GOV. HANLEY. Tall, showy, early, rich cardinal-red, with deeper throat color.

Price of Above:

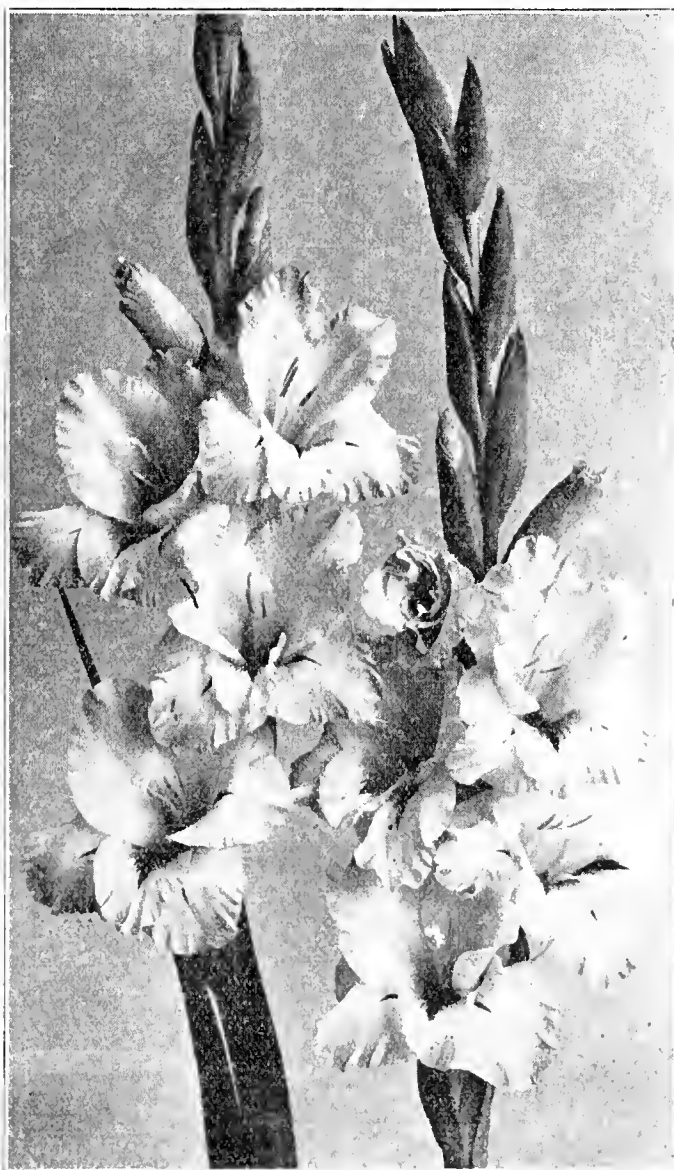
First Size (1½" up). Per 100... \$ 2.30
Per 1,000... 18.00

Second Size (1¼" up). Per 100. 2.00
Per 1,000. 15.00

KUNDERD'S FAMOUS CUT FLOWER GLADIOLUS

At Previous Unheard of Low Prices

The varieties listed on this page are all exceptional for cut-flowers and we highly recommend every one of them. Note unusually low prices.



TYPE OF KUNDERD GLADIOLUS OFFERED ON THIS PAGE

NEW VARIETIES. We believe florists will make money in growing some of the newer kinds as well as recognized standard sorts, since the public is now much interested in the more outstanding kinds. The low prices quoted today on these better varieties enable growers to obtain profit-making kinds on a basis in keeping with existing economic conditions.

HIGHLAND LADDIE. Large, massive and beautiful pink of a decided and pleasing shade.

LUSTRE. Tall, large-flowered orange-vermillion.

ORANGE GLOW. Very tall, showy spikes with glowing, orange-salmon flowers.

PURPLE SPOT. Large, violet-red with very conspicuous dark blotches.

RED COPPER. Large flowers, deep salmon-rose, heavily flaked blue. Lower petals red, white and yellow, lined and penciled with blue.

SCARLET GLORY. In plant and flower much like "Kunderdii Glory" but not so deeply ruffled. A very fine red, of rich, distinct shade.

SENTINEL. Rose-pink.

SPLENDORRA. Splendid, very dark, wine-black.

SNOW BOY. Tall and stately; pure white. Many flowers open at a time. Often has only one beautiful blotch on lower petal.

TEMPA. Pink ground. Old rose, bronzy lavender throat. Distinct and fine.

UHLAN CHIEF. Flower of most intense brilliant vermillion-scarlet. Lower petals deeper color and beautiful, dark feathered. A magnificent red.

VIRGINIA HALE. Beautiful, soft, creamy salmon-rose, deeper toward border of all petals.

YOUELL'S FAVORITE. Favorite among our ruffled varieties. Large flower and plant. Striking rosy lavender-pink.

Price of Above:

First Size (1½" up). Per 100... \$ 2.30
Per 1,000... 18.00

Second Size (1¼" up). Per 100. 2.00
Per 1,000. 15.00

**IMPORTANT TO THE FORCER**

Please bear in mind the fact that Gladiolus Bulbs which we supply for forcing under glass have been especially cultured and scientifically treated for that purpose. Under reasonably normal conditions growers should obtain worthwhile results from such stock.

A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs

RED AND SCARLET SHADES

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

VIRGINIA. Won first prize at the American Gladiolus Show, Rochester, N. Y., August, 1925. Also winner of many other awards.

First Size. Per 100.....	\$ 2.10
Per 1,000.....	16.00
Second Size. Per 100.....	1.80
Per 1,000.....	13.00

CRIMSON GLOW. Scarlet red.

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.00
Per 1,000.....	15.00

DR. BENNETT (New). Peach-red, overlaid with flame. Scarlet throat specked with ruby and white.

First Size. Per 100.....	\$ 2.70
Per 1,000.....	22.00
Second Size. Per 100.....	2.50
Per 1,000.....	20.00

EARLY SUNRISE. Large-flowering, salmon-red. Very early, strong grower, massive flowers.

First Size. Per 100.....	\$ 2.50
Per 1,000.....	20.00
Second Size. Per 100.....	2.30
Per 1,000.....	18.00

FLAMING SWORD. Earliest of all reds, tinted salmon.

First Size. Per 100.....	\$ 2.00
Per 1,000.....	15.00
Second Size. Per 100.....	1.75
Per 1,000.....	12.50

FOREST FIRE (New). Wonderful dark red. Large spikes.

First Size. Per 100.....	\$ 4.50
Per 1,000.....	40.00
Second Size. Per 100.....	4.00
Per 1,000.....	36.00

IDA VAN. Orange-red, of brilliant tint

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.00
Per 1,000.....	15.00

JOE COLEMAN. Very large and vigorous; rich red, one of the finest ruffled varieties.

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.00
Per 1,000.....	15.00

MRS. G. W. MOULTON. Giant violet-red or cerise.

First Size. Per 100.....	\$ 2.20
Per 1,000.....	17.00
Second Size. Per 100.....	2.00
Per 1,000.....	15.00

RED AND SCARLET SHADES—Cont'd

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

NEGERFURST. Brilliant velvety dark red, flecked black.

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.00
Per 1,000.....	15.00

PEGGY TEMPLE (New). Peach-red with ruby stripe through lower petals. Tall grower with large flowers.

First Size. Per 100.....	\$ 2.70
Per 1,000.....	22.00
Second Size. Per 100.....	2.50
Per 1,000.....	20.00

PFITZER'S TRIUMPH. One of the finest exhibition Glads. Very large, wide open blooms of glowing orange-salmon, almost scarlet. Beautiful.

First Size. Per 100.....	\$ 4.00
Per 1,000.....	35.00
Second Size. Per 100.....	3.50
Per 1,000.....	30.00

RED JACKET (New). Rich nopal-red. Tall, graceful spike. Late bloomer.

First Size. Per 100.....	\$ 2.70
Per 1,000.....	22.00
Second Size. Per 100.....	2.50
Per 1,000.....	20.00

RUBINI (New). Glowing salmon-scarlet with lighter throat. Very early.

First Size. Per 100.....	\$ 3.00
Per 1,000.....	25.00
Second Size. Per 100.....	2.50
Per 1,000.....	20.00

TYRIAN BEAUTY. American Beauty rose color. Grand.

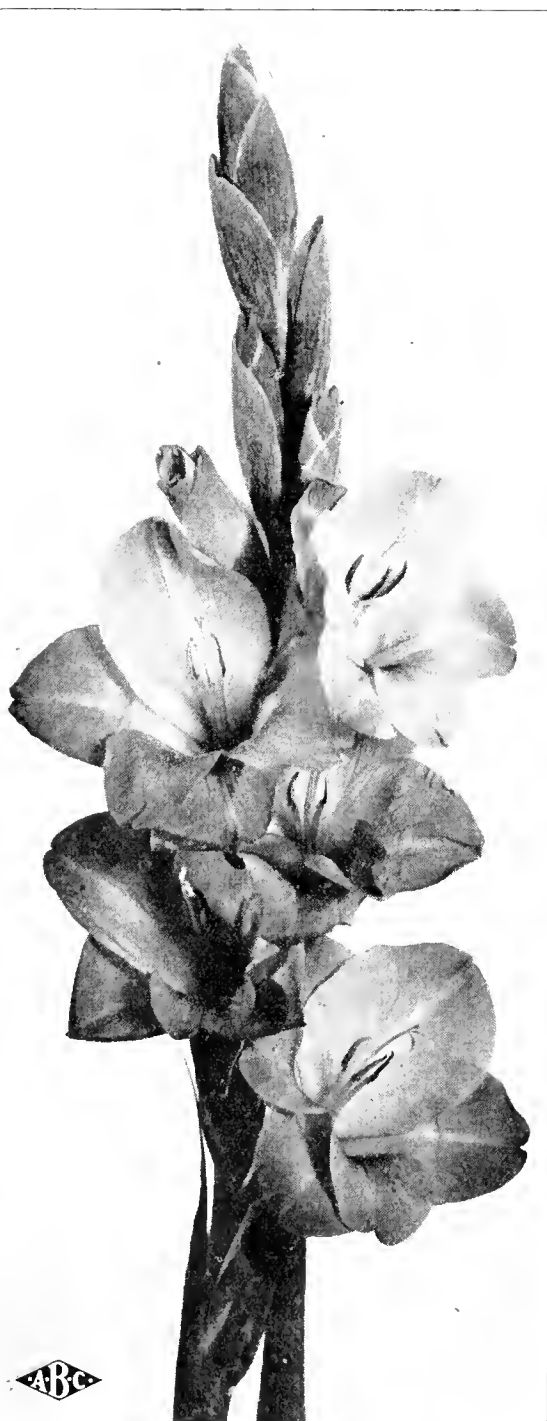
First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.00
Per 1,000.....	15.00

BUZZ (Burbank). Very large scarlet-red with light yellow blotch in throat.

First Size. Per 100.....	\$ 2.70
Per 1,000.....	22.00
Second Size. Per 100.....	2.50
Per 1,000.....	20.00

WAR. Deep blood-red, shaded crimson-black; very tall and conspicuous.

First Size. Per 100.....	\$ 2.20
Per 1,000.....	17.00
Second Size. Per 100.....	2.00
Per 1,000.....	15.00



GLADIOLUS "VIRGINIA"

IF YOU ARE IN THE MARKET FOR GLADIOLUS IN QUANTITY, PLEASE WRITE US

NOTE

Our special offering of Kunderd's named *Gladiolus* on another page.

PINK AND ROSE SHADES—Cont'd

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

MRS. FRANK PENDLETON. The petals show beautiful rose-pink with deep, rich velvety blood-red blotch on the lower petals. More of this sold than any other variety. Very popular with florists.

First Size. Per 100.....\$ 2.10
Per 1,000..... 16.00

Second Size. Per 100..... 1.80
Per 1,000..... 13.00

DR. VAN FLEET. A magnificent shade of delicate rose-pink, deeper at edges of all petals.

First Size. Per 100.....\$ 2.30
Per 1,000..... 18.00

Second Size. Per 100..... 2.10
Per 1,000..... 16.00

E. J. SHAYLOR. A beautiful deep rose-pink; slightly ruffled.

First Size. Per 100.....\$ 2.00
Per 1,000..... 15.00

Second Size. Per 100..... 1.70
Per 1,000..... 12.00

ELIZABETH TABOR. Earliest bloomer of all Glads. Delicate rosy-pink on white ground, lower ones bearing a rich, dark crimson blotch.

First Size. Per 100.....\$ 2.30
Per 1,000..... 18.00

Second Size. Per 100..... 2.00
Per 1,000..... 15.00

ESTELLA (New). Fine deep rose-pink with light flaked blotch. Mammoth flower.

First Size. Per 100.....\$ 2.70
Per 1,000..... 22.00

Second Size. Per 100..... 2.50
Per 1,000..... 20.00

EVELYN KIRTLAND. The color is a beautiful shade of rosy-pink, shading to light pink toward the center.

First Size. Per 100.....\$ 2.10
Per 1,000..... 16.00

Second Size. Per 100..... 1.90
Per 1,000..... 14.00

FAIRY (New). Beautiful large light pink.

First Size. Per 100.....\$ 2.70
Per 1,000..... 22.00

Second Size. Per 100..... 2.50
Per 1,000..... 20.00

GIANT NYMPH. Very large, light pink with creamy throat.

First Size. Per 100.....\$ 2.30
Per 1,000..... 18.00

Second Size. Per 100..... 2.10
Per 1,000..... 16.00

LE MARECHAL FOCH. Beautiful shade of light pink.

First Size. Per 100.....\$ 2.00
Per 1,000..... 15.00

Second Size. Per 100..... 1.75
Per 1,000..... 12.50

A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs

PINK AND ROSE SHADES—Cont'd

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

LOS ANGELES. Salmon-pink, large, early. A very fine forcer.

First Size. Per 100.....\$ 2.00
Per 1,000..... 15.00

Second Size. Per 100..... 1.75
Per 1,000..... 12.50

MAIDEN'S BLUSH (Prim.). Exquisite blush-pink.

First Size. Per 100.....\$ 1.70
Per 1,000..... 12.00

Second Size. Per 100..... 1.50
Per 1,000..... 10.00

AMERICA. Soft lavender-pink.

First Size. Per 100.....\$ 1.70
Per 1,000..... 12.00

Second Size. Per 100..... 1.50
Per 1,000..... 10.00

DR. NORTON. The finest cream and pink.

First Size. Per 100.....\$ 2.30
Per 1,000..... 18.00

Second Size. Per 100..... 2.10
Per 1,000..... 16.00

MRS. FRANCIS KING. A beautiful "besnard shade" of flame-pink; flowers of giant size.

First Size. Per 100.....\$ 2.00
Per 1,000..... 15.00

Second Size. Per 100..... 1.75
Per 1,000..... 12.50

MRS. H. E. BOTHIN. Light geranium-pink, heavily ruffled. Flame-scarlet center.

First Size. Per 100.....\$ 2.50
Per 1,000..... 20.00

Second Size. Per 100..... 2.00
Per 1,000..... 16.00

MRS. LEON DOUGLAS. This salmon-rose-pink Glad has flame and scarlet splashings which add to the richness of the flower.

First Size. Per 100.....\$ 2.50
Per 1,000..... 20.00

Second Size. Per 100..... 2.00
Per 1,000..... 16.00

MRS. P. W. Sisson (New). This is without doubt one of the most beautiful, softest light-pink Glad ever introduced. Large flowers, and five or six open at one time.

First Size. Per 100.....\$ 2.70
Per 1,000..... 22.00

Second Size. Per 100..... 2.30
Per 1,000..... 18.00

MYRTLE. The most beautiful pink yet introduced; clearest dainty-ruffled rose-pink, softly dissolving into a throat of clear creamy white; early flowering.

First Size. Per 100.....\$ 2.80
Per 1,000..... 23.00

Second Size. Per 100..... 2.50
Per 1,000..... 20.00

PINK AND ROSE SHADES—Cont'd

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

PANAMA. A perfect Hermosa pink in color.

First Size. Per 100.....\$ 2.00
Per 1,000..... 15.00

Second Size. Per 100..... 1.75
Per 1,000..... 12.50

PEACH ROSE. An extra choice and distinct deep rose-pink of remarkable color and appearance.

First Size. Per 100.....\$ 2.30
Per 1,000..... 18.00

Second Size. Per 100..... 2.00
Per 1,000..... 15.00

PRIDE OF WANAKAH (New). Fine deep-rose with a deeper blotch in throat.

First Size. Per 100.....\$ 3.00
Per 1,000..... 25.00

Second Size. Per 100..... 2.50
Per 1,000..... 20.00

PINK PERFECTION. Showy, bright pink; large.

First Size. Per 100.....\$ 2.20
Per 1,000..... 17.00

Second Size. Per 100..... 2.00
Per 1,000..... 15.00

REMEMBRANCE. Deep rose with throat of carmine. Ruffled.

First Size. Per 100.....\$ 2.50
Per 1,000..... 20.00

Second Size. Per 100..... 2.00
Per 1,000..... 16.00

ROSE 1910. Early, rose-pink; very desirable cut-flower.

First Size. Per 100.....\$ 1.90
Per 1,000..... 14.00

Second Size. Per 100..... 1.70
Per 1,000..... 12.00

ROSE ASH. Corinthian red, shading into ashes of roses on outer edges.

First Size. Per 100.....\$ 2.50
Per 1,000..... 20.00

Second Size. Per 100..... 2.00
Per 1,000..... 16.00

ROSE LUISANTE (Prim.). Shell pink, cream throat.

First Size. Per 100.....\$ 2.10
Per 1,000..... 16.00

Second Size. Per 100..... 1.80
Per 1,000..... 13.00

SHEILA. Light coral red fading to flesh pink in throat.

First Size. Per 100.....\$ 2.30
Per 1,000..... 18.00

Second Size. Per 100..... 2.00
Per 1,000..... 16.00

WE HAVE AN EXCEPTIONAL STRAIN OF VARIETY "MRS. FRANK PENDLETON"



A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs

PINK AND ROSE SHADES—Cont'd

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

WILBRINCK. Has the color of America; soft yellow blotch on lower petals.

First Size. Per 100.....\$ 2.10
Per 1,000.....16.00

Second Size. Per 100.....1.90
Per 1,000.....14.00

WOLVERINE. Fine coral-pink. Rose blotch on yellow ground. Fine cut-flower.

First Size. Per 100.....\$ 2.50
Per 1,000.....20.00

Second Size. Per 100.....2.20
Per 1,000.....17.00

WHITE AND CREAM SHADES

CHICAGO WHITE. A fine white variety with lavender stripes on lower petals.

First Size. Per 100.....\$ 1.70
Per 1,000.....12.00

Second Size. Per 100.....1.50
Per 1,000.....10.00

HELEN FRANKLIN. Pure white with violet stripes on lower petals.

First Size. Per 100.....\$ 2.50
Per 1,000.....20.00

Second Size. Per 100.....2.30
Per 1,000.....18.00

JOERG'S WHITE (New). Very large white with red pencilings on a cream throat.

First Size. Per 100.....\$ 5.00
Per 1,000.....45.00

Second Size. Per 100.....4.50
Per 1,000.....40.00

LENA GRAETZ. Fine creamy white flowers; strong grower.

First Size. Per 100.....\$ 2.30
Per 1,000.....18.00

Second Size. Per 100.....2.00
Per 1,000.....15.00

LILY WHITE. Early, pure white flower.

First Size. Per 100.....\$ 2.10
Per 1,000.....16.00

Second Size. Per 100.....1.90
Per 1,000.....14.00

L'IMMACULEE. Pure white, long spike.

First Size. Per 100.....\$ 2.30
Per 1,000.....18.00

Second Size. Per 100.....2.00
Per 1,000.....15.00

MARY PICKFORD. Delicate creamy white, throat of finest sulphur-yellow.

First Size. Per 100.....\$ 2.30
Per 1,000.....18.00

Second Size. Per 100.....2.00
Per 1,000.....15.00

WHITE AND CREAM SHADES—Cont'd

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

MRS. F. C. HORNSBERGER (New). Very good standard white. Probably the best yet introduced.

First Size. Per 100.....\$ 4.00
Per 1,000.....35.00

Second Size. Per 100.....3.50
Per 1,000.....30.00

PEACE. Giant white flowers with lilac feathering in the throat.

First Size. Per 100.....\$ 2.00
Per 1,000.....15.00

Second Size. Per 100.....1.75
Per 1,000.....12.50

WHITE WONDER. Almost pure white, faintly flecked rose-pink.

First Size. Per 100.....\$ 2.50
Per 1,000.....20.00

Second Size. Per 100.....2.20
Per 1,000.....17.00

SALMON AND APRICOT SHADES

APRICOT GLOW (New). A beautiful, clear, soft apricot, on long stem.

First Size. Per 100.....\$ 3.30
Per 1,000.....28.00

Second Size. Per 100.....2.70
Per 1,000.....22.00

BETTY NUTHALL (New). One of the finest Glads today; large, light salmon.

First Size. Per 100.....\$ 4.30
Per 1,000.....38.00

Second Size. Per 100.....4.10
Per 1,000.....36.00

GYPSY LAD (New). Rich salmon with ivory throat that is speckled with deep carmine.

First Size. Per 100.....\$ 2.70
Per 1,000.....22.00

Second Size. Per 100.....2.50
Per 1,000.....20.00

HALLEY. A most attractive early blooming sort with large, well-opened flowers of delicate salmon-pink.

First Size. Per 100.....\$ 1.70
Per 1,000.....12.00

Second Size. Per 100.....1.50
Per 1,000.....10.00

HELGA. Beautiful salmon-rose; one of the finest Glads today.

First Size. Per 100.....\$ 2.30
Per 1,000.....18.00

Second Size. Per 100.....2.10
Per 1,000.....16.00

OUR GLADIOLUS STOCKS

have been produced from
young corms, and in conse-
quence are dependable

SALMON AND APRICOT SHADES— Cont'd

First Size (All 1½" up)

Second Size (All 1¼" to 1½")

ODIN. Salmon color with dark blotches; early, good forcer.

First Size. Per 100.....\$ 2.10
Per 1,000.....16.00

Second Size. Per 100.....1.80
Per 1,000.....13.00

PRINCE OF WALES. Delicate salmon-pink; very large flowers; good forcer.

First Size. Per 100.....\$ 2.30
Per 1,000.....18.00

Second Size. Per 100.....2.10
Per 1,000.....16.00

THOS. EDISON. Holland introduction. Beautiful large salmon-pink with deeper blotch. Very fine variety.

First Size. Per 100.....\$ 3.00
Per 1,000.....25.00

Second Size. Per 100.....2.50
Per 1,000.....20.00

W. H. PHIPPS. La France pink, overlaid with light rose-salmon. Lighter toward the center and with lightly speckled ruby markings.

First Size. Per 100.....\$ 3.50
Per 1,000.....30.00

Second Size. Per 100.....3.00
Per 1,000.....25.00

ORANGE AND YELLOW SHADES

ALICE TIPLADY (Prim.). Rich orange; extra fine and a great favorite.

First Size. Per 100.....\$ 1.70
Per 1,000.....12.00

Second Size. Per 100.....1.50
Per 1,000.....10.00

GOLDEN DREAM. A very fine deep, pure yellow; by far the best.

First Size. Per 100.....\$ 3.30
Per 1,000.....28.00

Second Size. Per 100.....3.10
Per 1,000.....26.00

GOLDEN MEASURE. Golden-yellow, extra large flowers on a tall spike.

First Size. Per 100.....\$ 3.00
Per 1,000.....25.00

Second Size. Per 100.....2.70
Per 1,000.....22.00

GOLDEN FRILLS (New). Deep rich daffodil yellow, with frilled edges. Very fine, prize winner.

First Size. Per 100.....\$ 3.00
Per 1,000.....25.00

Second Size. Per 100.....2.50
Per 1,000.....20.00

KUNDERD'S "GLORY MIXTURE" IS VERY WORTH-WHILE



**QUALITY GLADIOLUS
BLOOMS ARE
PRODUCED FROM
A. B. C. "SUPREME"
BULBS**

A. B. C. "SUPREME" QUALITY GLADIOLUS

Annual Output Over 8,000,000 Bulbs

ORANGE AND YELLOW SHADES— Cont'd

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

SOUVENIR. Most superb deep yellow self. Tall stemmed.

First Size. Per 100.....	\$ 2.10
Per 1,000.....	16.00
Second Size. Per 100.....	1.90
Per 1,000.....	14.00

MING TOY. Very beautiful buff flower with yellow throat.

First Size. Per 100.....	\$ 2.10
Per 1,000.....	16.00
Second Size. Per 100.....	1.90
Per 1,000.....	14.00

ORANGE QUEEN. An early bloomer, good grower and color copper-orange.

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.00
Per 1,000.....	15.00

PRIMUMELLA (Prim.). A grand ruffled butterfly orchid-like flower. Orange-saffron color.

First Size. Per 100.....	\$ 2.10
Per 1,000.....	16.00
Second Size. Per 100.....	1.90
Per 1,000.....	14.00

SCHWABEN. A clear citron-yellow with aster-purple tongue on lower petals.

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.10
Per 1,000.....	16.00

GOLD EAGLE (New). Very early rich golden yellow, ruffled. Makes good spike of very clear yellow.

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.10
Per 1,000.....	16.00

LAVENDER, VIOLET AND BLUE SHADES

ANNA EBERIUS. Dark velvety plum-rose, throat deeper shade.

First Size. Per 100.....	\$ 2.00
Per 1,000.....	15.00
Second Size. Per 100.....	1.70
Per 1,000.....	12.00

BYRON L. SMITH. White, delicately suffused light mallow-purple, deeper at outer edges.

First Size. Per 100.....	\$ 3.00
Per 1,000.....	25.00
Second Size. Per 100.....	2.50
Per 1,000.....	20.00

LAVENDER, VIOLET AND BLUE SHADES—Cont'd

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

CAPT. BOYNTON. Large flower; color, white suffused lavender, blotched deeper lavender in throat.

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.10
Per 1,000.....	16.00

CHAS. DICKENS. Beautiful violet-red with darker blotch. Very attractive.

First Size. Per 100.....	\$ 3.50
Per 1,000.....	30.00
Second Size. Per 100.....	3.10
Per 1,000.....	26.00

DR. MOODY (New). Rich deep lavender with many open blooms. Early bloomer and large flowered.

First Size. Per 100.....	\$ 4.00
Per 1,000.....	35.00
Second Size. Per 100.....	3.70
Per 1,000.....	32.00

HERADA. Pure mauve with deeper markings on throat and on lower petals.

First Size. Per 100.....	\$ 2.30
Per 1,000.....	18.00
Second Size. Per 100.....	2.10
Per 1,000.....	16.00

LOUISE. Clear, pure lavender; a blotch of velvet red towards center.

First Size. Per 100.....	\$ 2.50
Per 1,000.....	20.00
Second Size. Per 100.....	2.10
Per 1,000.....	16.00

MARMORA (New). One of the finest new varieties; giant spike with six or eight enormous perfectly placed lavender-grey florets open at one time.

First Size. Per 100.....	\$ 5.00
Per 1,000.....	45.00
Second Size. Per 100.....	4.50
Per 1,000.....	40.00

MRS. F. C. PETERS. A rich, rosy-lavender, with a patch of bright crimson on lower petals.

First Size. Per 100.....	\$ 2.50
Per 1,000.....	20.00
Second Size. Per 100.....	2.10
Per 1,000.....	16.00

MINUET (New). A wonderful giant lavender Glad. We compliment Mr. Coleman for this wonderful variety. A prize winner at every show.

First Size. Per 100.....	\$ 4.50
Per 1,000.....	40.00
Second Size. Per 100.....	4.00
Per 1,000.....	36.00

LAVENDER, VIOLET AND BLUE SHADES—Cont'd

First Size (All 1½" up)
Second Size (All 1¼" to 1½")

MRS. VAN KONYNENBURG (New). A very fine strong growing blue Glad. Much superior to most of older blues.

First Size. Per 100.....	\$ 4.00
Per 1,000.....	35.00
Second Size. Per 100.....	3.70
Per 1,000.....	32.00

PURPLE GLORY. The popular ruffled deep maroon-red Glad. Old but very good.

First Size. Per 100.....	\$ 3.00
Per 1,000.....	25.00
Second Size. Per 100.....	2.70
Per 1,000.....	22.00

RUTH HUNTINGTON. Beautiful violet-lilac with deeper lilac markings on lower petals.

First Size. Per 100.....	\$ 2.50
Per 1,000.....	20.00
Second Size. Per 100.....	2.10
Per 1,000.....	16.00

VEILCHENBLAU (New). Still one of the best blues. Large flowers on a good spike. Attractive deep violet-blue.

First Size. Per 100.....	\$ 4.50
Per 1,000.....	40.00
Second Size. Per 100.....	4.00
Per 1,000.....	35.00

VIOLET BEAUTY. Tall, large, cerise-violet. Red throat blotches.

First Size. Per 100.....	\$ 2.70
Per 1,000.....	22.00
Second Size. Per 100.....	2.40
Per 1,000.....	19.00

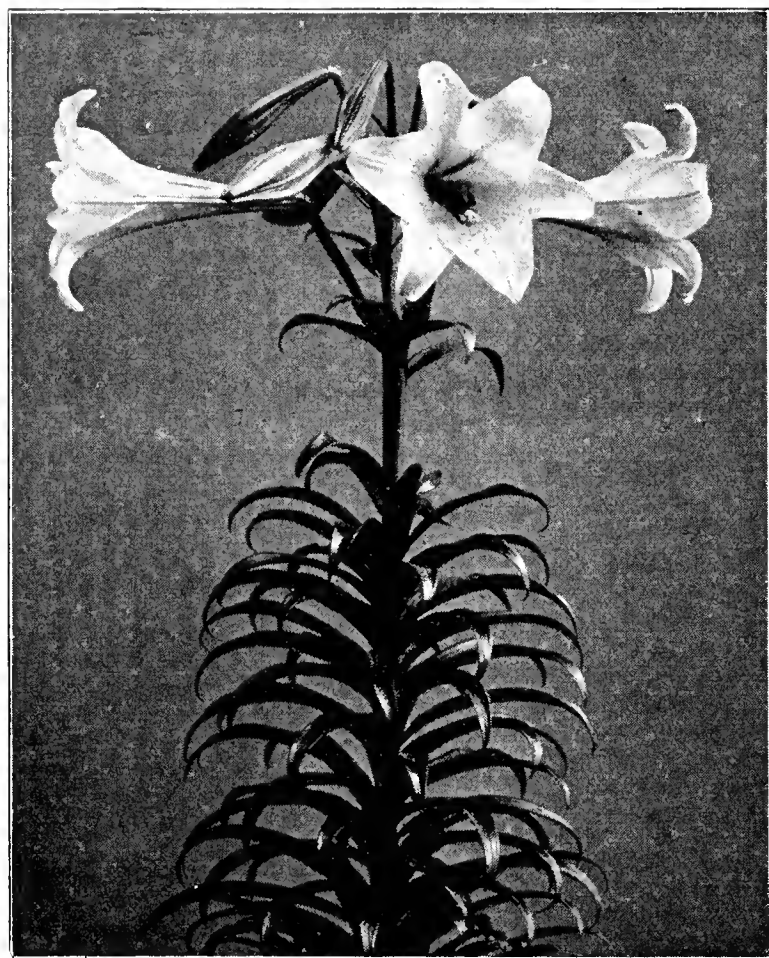
GLADIOLUS IN MIXTURE

KUNDERD'S "GLORY" STRAIN
Especially recommended to Florists,
Nurserymen and Seedsmen.

For "Bulb Merchandising" to the
public, for garden show or the pro-
duction of mixed cut-flowers.

Contains a good selection of Kun-
derd varieties with a large range of
color.

First Size. Per 100.....	\$ 2.00
Per 1,000.....	15.00
Second Size. Per 100.....	1.70
Per 1,000.....	12.00



LILIAM GIGANTEUM—"Mountain Grown"

LILIAM REGALE PROVIDES A MOST DESIRABLE POT PLANT AS WELL, BEING EXCEPTIONAL FOR CUTTING.
(SEE NEXT PAGE.)

VARIOUS LILIES

	Per Doz.	Per 100
Atrosanguineum. Dark red.....	\$1.50	\$ 8.00
Batemanniae. Reddish orange.....	1.80	10.00
Canadense. Bell-shaped blossoms which vary in red and yellow colors. Three to five feet high	2.00	12.00
Elegans (Leonard Joerg). Rich apricot spotted. Very fine.....	2.50	16.00
Elegans. Red.....	1.80	12.00
Elegans. Mixed.....	1.50	10.00
Elegans. Orange.....	2.00	12.00
Hansonii. Bright orange-yellow.....	2.50	15.00
Krameri. Pink flowered.....	2.00	12.00
Ogon. Golden yellow.....	2.00	11.00
Umbellatum. Orange-red.....	2.25	15.00

LILY-OF-THE-VALLEY PIPS

A. B. C. "Supreme" Florists' Quality.

Our stock of these is imported direct by us from the foremost Lily-of-the-Valley grower in Germany, and is of unsurpassed quality. We can supply these in cases of 100-250, 500-1,000 and 2,500 pips from cold storage, Chicago and New York.

Per 100 Pips.....	\$ 3.50
Per 250 Pips.....	8.00
Per 500 Pips.....	15.00
Per 1,000 Pips.....	28.00

LILY-OF-THE-VALLEY CLUMPS

For garden culture. Doz.....	\$3.00	100.....	\$20.00
------------------------------	--------	----------	---------

A. B. C. LILY HEADQUARTERS

LILIAM AURATUM

Gold banded Lily of Japan. From cold storage.	Per 100	Per Case
7 to 9-inch—200 to case.....	\$ 8.00	\$15.00
8 to 9-inch—170 to case.....	11.00	15.00
8 to 10-inch—150 to case.....	12.00	15.00
9 to 10-inch—120 to case.....	14.00	15.00
10 to 11-inch— 90 to case.....	16.00
11 to 13-inch— 70 to case.....	16.00

LILIAM AURATUM PLATYPHYLLUM

From cold storage.	Per 100	Per Case
7 to 9-inch—200 to case.....	\$11.00	\$20.00
8 to 9-inch—170 to case.....	13.00	20.00
8 to 10-inch—150 to case.....	14.00	20.00
9 to 10-inch—120 to case.....	19.00	22.00

LILIAM SPECIOSUM ALBUM

White. From cold storage.	Per 100	Per Case
7 to 9-inch—220 to case.....	\$ 9.00	\$18.00
8 to 9-inch—200 to case.....	11.00	18.00
8 to 10-inch—170 to case.....	13.00	18.00

LILIAM SPECIOSUM MAGNIFICUM—Improved Rubrum

From cold storage. White ground, pink spotted. Recommended for both under glass and outdoor culture.

	Per 100	Per Case
7 to 9-inch—220 to case.....	\$ 9.00	\$17.00
8 to 9-inch—200 to case.....	10.00	17.00
8 to 10-inch—170 to case.....	12.00	17.00
9 to 10-inch—150 to case.....	13.00	17.00
9 to 11-inch—130 to case.....	16.00	19.00
11 to 13-inch— 90 to case.....	19.00

LILIAM CANDIDUM—Imported Northern French Grown

Pure white Madonna Lily bulbs available during August, September and October only. Price on application. Early orders for this Lily desirable.

LILIAM TIGRINUM SPLENDENS

The old-fashioned "Tiger Lily". Florists are again taking up the cultivation of this showy, bright orange Lily with black spots. Blooms freely outdoors in midsummer and provides showy material for window decoration, basket work, etc.

	Per 100	Per Case
7 to 9-inch—220 to case.....	\$ 8.00	\$16.00
8 to 9-inch—200 to case.....	10.00	16.00

LILIAM TIGRINUM

Double-flowered. Per 100.....	\$12.00
-------------------------------	---------



A. MILLER, PRESIDENT, AMERICAN BULB CO., INSPECTING LILY CULTURES IN JAPAN WITH JAPANESE GROWERS

A. B. C. LILY HEADQUARTERS

A. B. C. IMPROVED

"ERABU"

The Most Valuable Florists' Lily Introduced to the Trade in the Past Twenty-Five Years (Delivery Fall 1933)

Each case of A. B. C. Erabu Lilies contains government certificate, insuring you of trueness of type and healthfulness of bulbs. Erabu is particularly recommended to growers who are required to carry Lily plants under comparatively cool temperature for Easter bloom. Recommended for planting in the South where heat control does not always obtain. (Delivery fall 1933.)

Size	No. in Case	Size	No. in Case
6 to 8-inch.....	400	8 to 10-inch.....	225
7 to 9-inch.....	300	9 to 10-inch.....	200

Prices Quoted on Application

LILIUM GIGANTEUM

"Mountain Grown" 1932 Crop, from Cold Storage

A. B. C. "SUPREME" QUALITY

This is the only desirable type of Giganteum suitable for cold storage purposes.

This selected "Mountain Grown" Giganteum has resulted in A. B. C. becoming recognized as "Lily Headquarters."

	Per 100	Per Case
6 to 8-inch, 400 bulbs, in original case.....	\$ 6.00	\$15.00
7 to 9-inch, 300 bulbs, in original case.....	7.50	16.00
8 to 10-inch, 225 bulbs, in original case.....	11.00	20.00
9 to 10-inch, 200 bulbs, in original case.....	14.00	22.00

A. B. C. "SUPREME" QUALITY

"Mountain Grown" (New Crop) (Delivery Fall 1933)

Size	No. in Case	Size	No. in Case
6 to 8-inch.....	400	8 to 10-inch.....	225
7 to 9-inch.....	300	9 to 10-inch.....	200
8 to 9-inch.....	250	10 to 11-inch.....	150

Prices Established in August

LILIUM HARRISII

Bermuda Grown

The high quality of Bermuda Lily bulbs now obtainable induces numerous of our customers to plant this type for early flowering. Personal inspection in the growing fields insures our customers "supreme" quality bulbs each season. Sizes, 6 to 8-inch, 7 to 9-inch, 9 to 11-inch, 11 to 13-inch. Prices on application.

THE REGALE LILY

Price of Regale Lilies True Northern Grown

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet the fragrance is fascinating.

	Per 100	Per 1,000
5 to 6-inch.....	\$ 6.00	\$ 55.00
6 to 7-inch.....	7.00	65.00
7 to 8-inch.....	10.00	80.00
8 to 9-inch.....	15.00	140.00
9 to 10-inch.....	25.00	240.00
10 to 11-inch.....	35.00
11 to 12-inch.....	45.00
12-inch and up.....	55.00

25 Bulbs at 100 rate — 250 Bulbs at 1,000 rate

Our Supply of Regale Lilies is from Bulbous Stock, Not Seeds.

There's a difference in your favor, namely, the type is true.

LILIUM HENRYI

Similar to the Speciosums in form, height 4 to 5 feet. The beautiful orange flowers with their green band are very effective.

	No. in Case	Per 100	Per Case
7 to 9-inch.....	220	\$10.00	\$19.00
8 to 9-inch.....	200	11.00	19.00
9 to 10-inch.....	150	15.00	20.00



PACKING LILY BULBS IN YOKOHAMA, JAPAN, FOR AMERICAN BULB CO., CHICAGO AND NEW YORK



NARCISSUS

TRUE TEXAS GROWN—"Lone Star" Brand

We call your particular attention to our "Paper Whites" and "Soleil D'Or" grown in Texas. They are equal to the French (flowers above the foliage, no grass). As Mr. Bernard, a prominent French Narcissus grower, stated, when he was here a few years ago (having had more than forty years' experience in the growing and handling of French Narcissi), in order to grow good "Paper Whites" you must produce bulbs in one season's growth. Our climate in northeastern Texas is adapted for the culture of "Paper Whites." We have cool autumns, slight snows in the wintertime, as in southern France, and we have a long spring of good growing weather, which gives us that one season's growth. Since growing "Paper Whites" in Texas we have delivered up to ten million without complaint.

Every case is marked "Texas-grown," and with a government certificate showing where they were produced. Therefore, buyers are assured of the genuine product.

PAPER WHITES—"LONE STAR" BRAND

FOR NOVEMBER, DECEMBER AND JANUARY BLOOMING

12 ctm., for late forcing—1,250 to case.	15 to 16 ctm., fine for forcing— 900 to case.
13 to 14 ctm., fine for forcing—1,250 to case.	16 to 17 ctm., fine for forcing— 800 to case.
14 to 15 ctm., fine for forcing—1,000 to case.	

GRAND SOLEIL D'OR

SO-CALLED "YELLOW PAPER WHITE"

The true French type. Large-flowering clusters.

14 to 15 ctm.—1,000 to case.	16 to 17 ctm.— 750 to case.
15 to 16 ctm.— 900 to case.	17 to 18 ctm.— 600 to case.

Prices on all of above quoted on application.

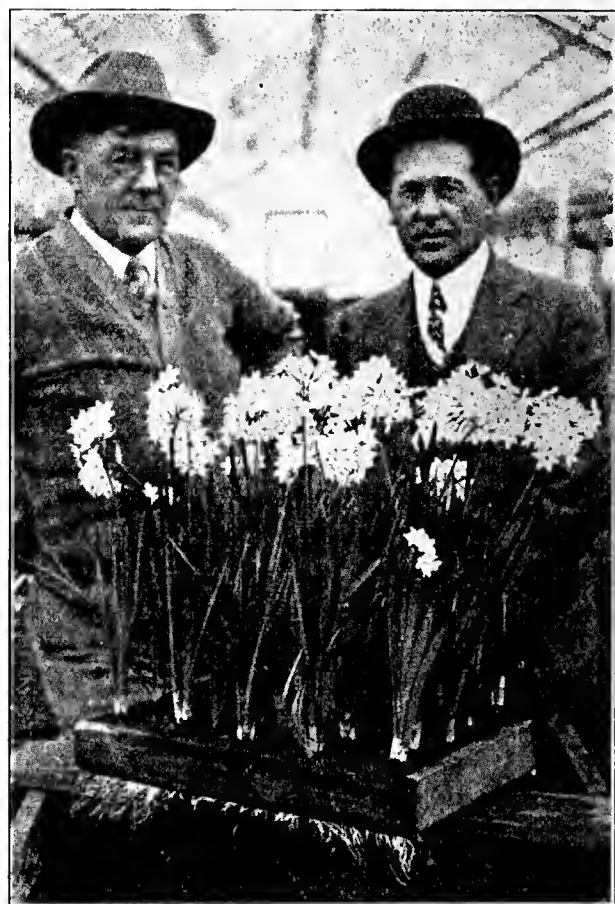
One of the Numerous Testimonials We Have Received for A. B. C. Texas-Grown "Paper Whites"

J. SYLVESTER, FLORIST
Oconto, Wis.

American Bulb Co., Chicago, Ill.
Gentlemen:

We also want to compliment you on your Paper Whites this year. This is the first time in several years that they have paid us. We have just cut our first lot out of them and every one has a fine large flower and it is very common to cut two. They will surely pay for themselves this year and more. No finer stock ever came from a French-grown bulb. You are to be congratulated on having such fine bulbs this year, and we want to thank you.

Very truly yours,
J. SYLVESTER.



Henry Wehrman, Maywood, Ill., and Guy French of A. B. C. inspect flat of Paper Whites, forced from Texas-grown bulbs.

TULIPS, HYACINTHS, ETC.

Our personal connection with Dutch Bulb Specialists in Holland enables us to say: "We can and will supply you with this line to advantage."



PLANTING NARCISSUS BULBS IN TEXAS, ALL BY HAND

ADVANCE
ORDERS
FOR
TEXAS
GROWN
"PAPER WHITE"
AND
"SOLEIL D'OR"
ARE
ADVISABLE
SINCE
DEMAND
FOR
SAME
USUALLY
EXCEEDS
SUPPLY

NARCISSUS

TEXAS-GROWN NARCISSUS BULBS LEAD THEM ALL FOR EARLY BLOOMING

110 acres in the leading commercial varieties—King Alfred, Sir Watkins, Henry Ford (Improved Emperor), Laurens Koster, Horace and Grand Soleil d'Or—and 10 million Paper Whites. Our Paper Whites are equally as good as the French-grown (flowers above the foliage). You can plant early or late and obtain the same good results. Our prices are very much reduced. Paper Whites and Soleil d'Or are as a rule quite profitable.

Plant A. B. C. Texas-Grown Narcissi for Late December and January Blooming.

Sir Watkins (Incomparabilis). Perianth sulphur, cup yellow tinged orange.

King Alfred. Perianth and trumpet uniform clear rich yellow. One of the largest and finest yellow daffodils.

Pres. Coolidge. Trumpet and perianth canary yellow, with cluster of flowers.

Laurens Koster (Poetaz). Pure white petals with yellow cup. One of the best and most free blooming.

Horace (Poeticus). Broad snow-white perianth, large cup deeply edged blood red.

Campanelle Rugulosus (Jonquil). Golden yellow.

Prices Quoted on Application

Western-Grown for Later Blooming

For supply of late forcing Narcissi we are associated with the largest and best growers in Washington and Oregon and can supply large bulbs of the following varieties:

Emperor. Deep yellow trumpet and primrose perianth.

Victoria. Broad perianth, creamy white, rich yellow trumpet.

Spring Glory. Pure white perianth, deep yellow trumpet.

Glory of Sassenheim. Perianth sulphur yellow, trumpet bright yellow.

King Alfred. Clear rich yellow.

Minister Talma. Pure yellow perianth and trumpet.

Golden Spur. Perianth and trumpet deep rich yellow.

Treserve. Perianth soft sulphur yellow, trumpet canary yellow.

Von Sion (Double). Yellow trumpet and petals.

Sir Watkins. Sulphur, yellow and orange.

Prices Quoted on Application



"BUYS THEM BY THE CARLOAD"

GROWER OF LILIES, NARCISSUS, ETC.

JAMES, THE FLORIST

8859 Charlevoix
Detroit, Mich.

January 25, 1930.

American Bulb Co.,
Chicago, Ill.
Gentlemen:

We desire to express our opinion to you on the early blooming and heavy producing quality of your Texas grown Narcissus, King Alfred and Sir Watkins, which we have grown during the past two years.

We received these bulbs from you during the latter part of September. Have flatted them up on arrival as you suggested, bringing them in right after Thanksgiving. We have been cutting since the first week in January. Both Sir Watkins and King Alfred averaging over one and three-quarters flowers to the bulb.

This year we tried some Northern and Western grown and planting and handling the same as the Texas grown, we have found that only the Texas grown could be forced profitably.

We have had some photos taken showing the comparison of the blooming qualities and we are mailing you under separate cover these photos showing the two side by side. The Texas grown in flower is the third flat that has come into bloom while the Northern grown is showing no sign of flowers and only about 40% will flower. Sir Watkins has done equally as well for us. The separate photos showing each flat of 40 bulbs will undoubtedly be of interest, as there are 78 flowers and buds from 40 bulbs of King Alfred.

Trusting this information will be of some service to you and we are pleased to recommend Texas grown Narcissus for early forcing as supplied by you, to any Florist as a Profitable Crop.

Respectfully yours,
JAMES, THE FLORIST.
(Signed) John James.

RESULTS THAT COUNT

Reprinted from THE FLORISTS' REVIEW
December 24, 1931

The result of an unusual achievement in growing was seen last week at the greenhouses of W. A. Rowe Floral Co., Kirkwood, Mo., where King Alfred Narcissi were already in bloom. The photograph reproduced on this page was taken December 15 and the flowers were on that day on sale in wholesale houses in St. Louis and Chicago.

This stock was grown from Texas bulbs shipped to the grower in September from the Chicago warehouses of the American Bulb Co., and this is said to be the earliest known date that King Alfred Narcissi have been brought into flower. It is pointed out that the record contrasts with the record of foreign-grown bulbs, which used to come into flower in February. At the Rowe establishment the growers expected to cut from the entire planting 25,000 bulbs by Christmas time.

The lady in the picture is Miss La Verne Rowe, daughter of the proprietor.



KING ALFRED NARCISSI IN BLOOM IN GREENHOUSE OF W. A. ROWE, KIRKWOOD, MO.,
DECEMBER 15, 1931.

Read the excerpt from Florists' Review, appearing at right.



AGERATUM

AGERATUM

Ageratum "Cardinal Mundelein," "Fraseri" and "Wilsonii" are now the leading kinds of this favorite pot and bedding plant. We highly recommend "Cardinal Mundelein," which is a particularly fine shade of blue with pinkish cast. As a pot plant for Mother's Day sales this new variety is very worthwhile.

AGERATUM

	Per 100	Per 1,000
Cardinal Mundelein. Blue with pinkish cast.		
Rooted cuttings.....	\$2.00	\$15.00
2 1/4-inch	3.50	30.00
Fraserii. Blue. Rooted cuttings.....	1.50	12.00
2 1/4-inch	3.00	27.50
Wilsonii. Blue. Rooted cuttings.....	1.50	12.00
2 1/4-inch	3.00	27.50

BEGONIAS—2 1/4-inch

Corralina De Lucern.	6.50	60.00
-----------------------------------	------	-------

DAISIES

Improved Boston Yellow. Rooted cuttings.....	3.25	30.00
2 1/4-inch	5.50	50.00

GERANIUMS—2 1/4-inch

Improved Ricard	5.00	45.00
Louise. New red.....	7.50	65.00
Radio Red. (The best red today).....	5.00	45.00
Poitevine. The true, good bloomer.....	5.00	45.00

ENGLISH IVY

Very strong, 2 1/4-inch.....	4.00	35.00
-------------------------------------	------	-------

LANTANAS

Radiation. 2 1/4-inch	5.00	45.00
------------------------------------	------	-------

DOUBLE PETUNIAS

Worth-while kinds. Rooted cuttings.		
Superb double fringed mixed.		
Carnation Pink.		
Pink Beauty.		
Lady Lavender.		
Vesuvius Red.		
Giant Purple.		
Variegated.		
White.		
Price, all of above: Rooted cuttings.....	2.25	20.00
2 1/4-inch	5.00	45.00

Flowering PLANTS

A page of desirable plants produced by a specialist in Illinois. Quality A-No. 1 in every respect and packing such that plants should reach you in the ordinary course in the best of condition.

VERBENAS

Produced from "proven plants," not seed

"Scarlet King"—a new Verbena of much merit

"Beauty of Oxford" provides a desirable Mother's Day plant

"BEAUTY OF OXFORD" Cerise Red
The Mother's Day Verbena

Excerpt from Florists' Review

"If you had this Verbena in bloom for Mother's Day, just past, you know that it was much admired and most likely you cleaned up on all the plants that were in bloom. There isn't a more showy Verbena, and even some of our lady customers who usually care only for what they call pastel shades, fall in love with them; the color of the flowers is so vivid and bright that everything else pales beside them. The plants for Mother's Day can either be grown in 2 1/2-inch or 3-inch pots and when in bloom made up into pans or plant boxes, or five plants out of 2's or 2 1/4's can be planted into 8-inch pans five weeks or so before Mother's Day; have it in mind next year. If you have small stock on hand in 2 1/2's don't let it suffer in such; give it a shift into 3's or 3 1/2's and pinch back. Such plants will quickly branch out and inside of a few weeks will be in full bloom. Of course, if you can dispose of your small stock in bloom now at a good price, let it go, but if you happen to have more than you need right away, it will pay you, even at this late date, to pinch back and shift."

	Per 100	Per 1,000
True Beauty of Oxford. Cerise.		
Rooted cuttings	\$2.00	\$15.00
2 1/4-inch	4.50	40.00
True Beauty of Oxford. Pink.		
Rooted cuttings	2.00	15.00
2 1/4-inch	4.50	40.00
Lavender Oxfords. Beautiful shade.		
Rooted cuttings	2.00	15.00
2 1/4-inch	4.50	40.00
Scarlet King. The new bright red with creamy eye. Large bloom.		
Rooted cuttings	2.00	15.00
2 1/4-inch	4.50	40.00
Helen Willmott. Salmon pink.		
Rooted cuttings	2.00	15.00
2 1/4-inch	4.50	40.00
Improved Helen Willmott. Salmon-pink.		
Rooted cuttings	2.00	15.00
2 1/4-inch	4.50	40.00
True Mayflower. Pink.		
Rooted cuttings	2.00	15.00
2 1/4-inch	4.50	40.00
Grandiflora Royal. Purple.		
Rooted cuttings	2.00	15.00
2 1/4-inch	4.50	40.00
Other Verbena Varieties. Pink, white, purple and lavender glory.		
Rooted cuttings	1.50	12.50
2 1/4-inch	4.00	35.00



BEGONIAS

MELIOR AND LADY MAC

Produced by a specialist-grower; quality exceptional. 2 1/4-inch; May-June-July delivery. Our annual shipments of this important holiday plant amount to over 50,000 plants yearly. Prices on application.

CALCEOLARIAS

PROFITABLE POT PLANTS

for Easter, Mother's Day and Spring Sales

All from 2 1/4-inch. 25 Plants of a Variety at 100 Rate

DELIVERY, FALL 1933

(See Illustration Opposite)

Early Orders Advisable as Supply of Named Varieties
Seldom Equals the Demand

PRICES QUOTED UPON APPLICATION

CALCEOLARIA HYBRIDA—Perfect Model

One of the older varieties of Calceolarias; well known; of the large flowering type, coming in a beautiful range of colors. 2 1/4-inch.

CALCEOLARIA HYBRIDA COMPACTA— "Jamesii"

This variety has all the good qualities of Perfect Model but is superior, since it rarely, if ever, requires staking, because of its compactness. Flowers borne on short, strong stems, varying from solid colors to soft clear shades and brightly spotted ones. 2 1/4-inch.

CALCEOLARIA EUREKA COMPACTA— "Jamesii"

A big improvement on the Hybrida Compacta, by careful selection of seeding plants, chosen for their unusual flowering qualities, as to size and color of blooms, and their clearness, as well as strength of plant and extra good foliage. This is a very highly developed variety of the Rugosa type, coming in about 18 wonderful colors; compact; does not require staking. 2 1/4-inch.

ALL THE ABOVE ARE EARLY FLOWERING

RUGOSA HYBRIDS

Fine color and a very good grower. 2 1/4-inch.

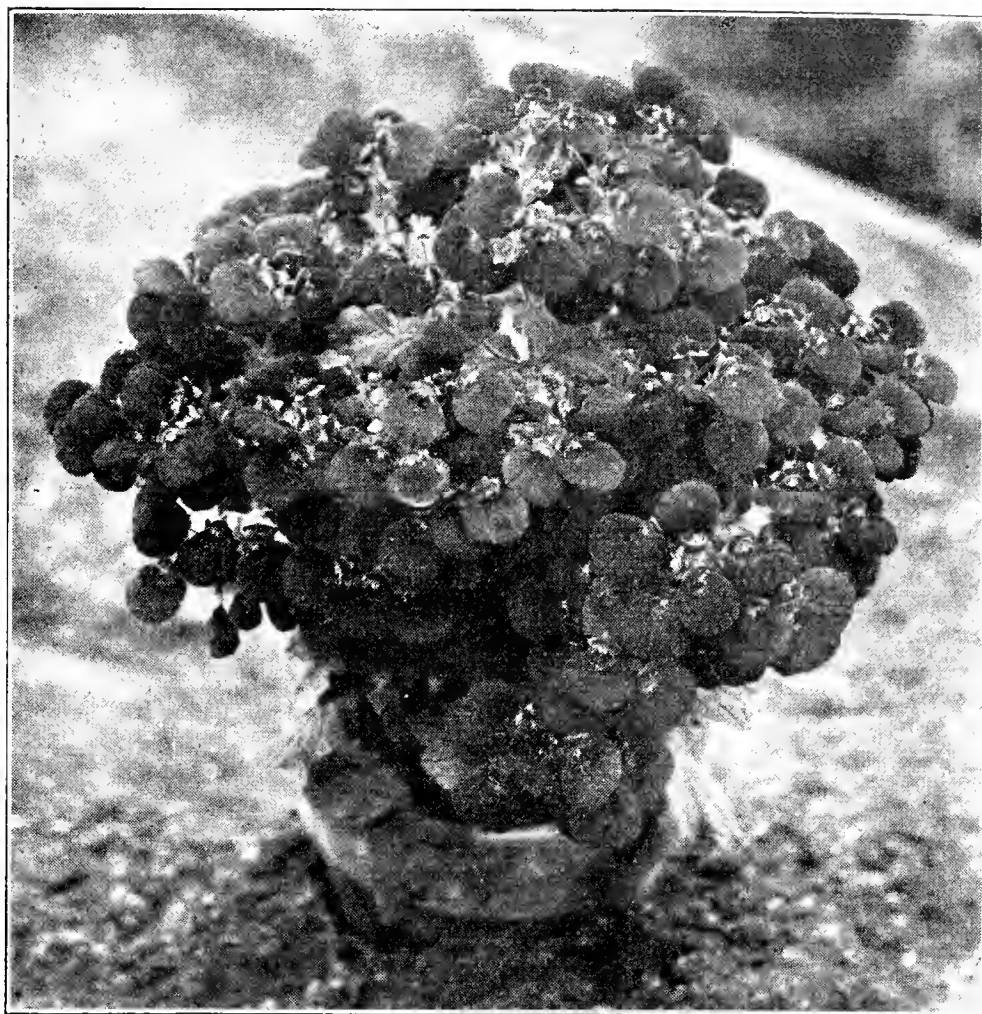
Calceolaria Amber King. Soft yellowish amber. 2 1/4-inch.
Calceolaria Bronze Queen. Beautiful orange-bronze. 2 1/4-inch.

Calceolaria Lymanii. Rich dark red. 2 1/4-inch.

Orange Queen. Beautiful orange. A good seller. 2 1/4-inch.

Calceolaria Pink Beauty. Beautiful strawberry pink. 2 1/4-inch.

Calceolaria Stewartii. Beautiful canary-yellow. 2 1/4-inch.



NEW CALCEOLARIA EUREKA COMPACTA—"Jamesii,"—The "Premier" of the Calceolaria Family

New and
Standard
Varieties

CARNATIONS

Strong
Rooted
Cuttings

	Per 100	Per 1,000
Early Rose. Satin rose.....	\$ 5.00	\$40.00
Harvester. White	5.00	40.00
Illuminator. Bright cerise.....	8.00	75.00
Maine Sunshine. Yellow.....	12.00	100.00
Patrician. White	12.00	100.00
Pink Abundance. Medium pink.....	5.00	40.00
Potentate. Rich purple.....	6.00	50.00
Radiolite. Scarlet	5.00	40.00
Salmon Spectrum. Salmon.....	5.00	40.00
Satellite. Scarlet	15.00	125.00
Senator. White	5.00	40.00
Spectrum Supreme. Scarlet.....	6.00	50.00
Witterstaetter's New Pink "Vivian"	12.00	100.00
Woburn. Crimson	6.00	50.00

25 CUTTINGS AT 100 RATE—250 at 1,000 RATE

SPECIAL NOTE

We are in position to supply strong rooted cuttings of practically all desirable varieties of Carnations. Please write us about your Carnation needs.

PRIMULA MALACOIDES—"ERIKSSONI," A DE LUXE NOVELTY POT PLANT.



NEW CHRYSANTHEMUM—"ALADDIN"

ALADDIN

The first of a new race of continuous blooming Chrysanthemums. In the greenhouse, Aladdin starts to bloom the latter part of August and, **from the same plants**, continues to produce an abundance of flowers until November. A truly everblooming variety. Aladdin is the large-flowering Pompon type, the individual flowers being 3 to 3½ inches in diameter, borne on sprays ranging from 10 to 24 inches, according to the season. The first flowers are a beautiful bronzy apricot-orange, and, as the season progresses, deepen to a glistening coppery bronze—the true fall shade. Blooms of Aladdin have created a sensation wherever exhibited, and have **won many awards**. Notice the dates.

Price: Per 100. **\$8.00** Per 1,000 **\$75.00**

F. O. B. Grower's Station, Massachusetts

CHRYSANTHEMUMS

of UNUSUAL MERIT for the FLORIST

Strong Rooted Cuttings**NOVELTY MUMS**Price: Per Doz. **\$5.00** Per 100 **\$25.00** Per 1,000 **\$200.00**

Coahoma. Bright yellow, sometimes showing a trace of bronze. Good sized bloom of good depth. Gives a high percentage of perfect blooms. Blooms October 25th from terminal bud. Grows about four feet from June planting.

Glitters. Bronze. The form of the flower shows the color off to the best advantage. The foliage is ample and glossy, which causes the color to fairly glitter. Grows four feet from June planting and blooms November 1st from terminal bud.

Immaculate. Pure glistening white. Good sized blooms on strong stem with deep green foliage. Grows five feet from early June planting. Blooms November 1st from terminal bud.

Cardonia. Has that wonderful deep yellow of Friendly Rival. The flower is of good size and is carried on a good stem. Good keeper and does not shatter. Grows four to five feet from June planting. Blooms in early November from terminal bud.

Snow Cloud. A good white pompon to follow White Wings. The foliage is small, permitting of close planting. Makes fine spray. Blooms are of the medium-sized types. Blooms October 20th.

Lititia. Similar to Pink Dot. White ground with pink center. Comes into bloom in late October, about ten days ahead of Pink Dot, so they do not conflict. Makes fine sprays and gives a good yield.

Flame. Different from the usual run of bronze pompons in that the color has a reddish cast suggesting flame. Gives a fine autumn effect when used in mixed arrangement. Nice grower and gives good yield. Blooms November 1st. Intermediate type.

Zoe. Similar to New York in color, but a nicer grower and follows that variety in blooming date. Makes a fine spray and gives a heavy yield. Blooms November 15th and later. Large button type.

New Pompon "Jablonsky." Sport of "Pink Dot." Beautiful shade of yellow with bronze center, very worth-while. A great favorite in the St. Louis (Mo.) market.

Per 100 **\$7.00** Per 1,000 **\$65.00****SPECIAL NOTE! "NEW MUM BLOOD"**

We believe that growers will find it to their advantage to change their "Mum Blood" every few years, securing new stock from growers who specialize in healthy "Free from Midge" plants. We can supply strong, healthy rooted cuttings of practically every worth-while "Mum" in commerce—and at low market values. Special Chrysanthemum list containing some 300 or more varieties mailed free.

CHRYSANTHEMUMS

of UNUSUAL MERIT for the FLORIST

Strong Rooted Cuttings

Introductions of V. R. De Petris, Grosse Point Farms, Michigan.
Originator of "Norma," "Susanne Miller," "Marie De Petris"
and numerous other worth-while Florists' "Mums."

DE PETRIS "MUMS" ENJOY A HIGH REPUTATION
WITH THE TRADE

"THE TITAN" (New)

A new large flowering Anemone with rich crimson-scarlet petals, cushion bronzy red with golden tips averaging five inches, ray petals in double rows unevenly arranged. Grows about 42 to 48 inches high, with wiry stems, beautiful dark green foliage. A good keeper. Matures November 5th to November 10th.
Per 100.....\$12.00 Per 1,000.....\$100.00

ROLINDA (New)

A new bronzy Anemone three to three and one-half inches across. Not a large flower but very prolific; can be grown in nicely arranged sprays without disbudding. A wonderful pot plant variety of medium height. Matures November 25th to December 1st. A variety that every florist needs. Being a beautiful shade of bright bronze-orange.
Per 100.....\$12.00 Per 1,000.....\$100.00

NORMA

"Norma" is a large flowering orchid-pink Anemone with golden-pink cushion, making a very striking combination. Individual flowers average 4 inches to 5 inches across. Matures November 25th to December 1st.
Per 100.....\$3.50 Per 1,000.....\$30.00

SUSANNE MILLER—"Golden Norma"

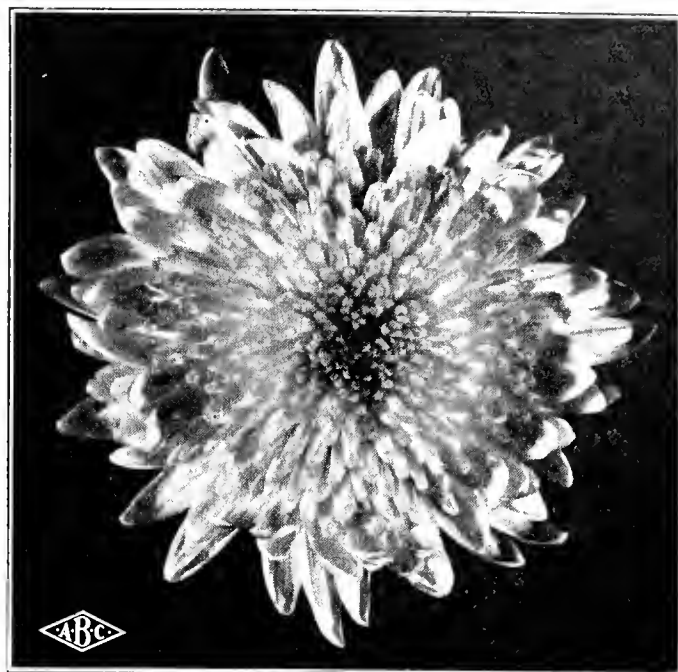
A golden-yellow, yellow running mate of "Norma," averages 4 inches to 5 inches across; very good.
Per 100.....\$6.00 Per 1,000.....\$50.00

MELBA

In color it is an intense red, the reverse petals being gold. This is perhaps the brightest color ever produced in a chrysanthemum maturing November 1st and later, and should be disbudded for best results. Awarded A. C. S. Certificate.
Per 100.....\$3.50 Per 1,000.....\$30.00

"MARIE DE PETRIS"

Large flowering. A closely incurved, deep golden-yellow (shade of Golden Glory), measuring 6 to 8 inches across when grown; two to the plant. Flowers have great substance and keeping qualities. A variety which we can highly recommend. Rooted cuttings.
Per 100.....\$6.00 Per 1,000.....\$50.00



"NORMA"

Has proved to be one of the most profitable "Mums" introduced in the past twenty years.—A. B. C.

FOLLOWING VARIETIES ARE INTRODUCTIONS OF VARIOUS GROWERS

DOROTHY TURNER

Perfection just in time for the Thanksgiving season; ideal in color, a lively combination of bronze and old gold. The broad, overlapping petals are evenly shaded with rich old gold, deepening to a chestnut-bronze at the center. A most valuable pompon. Strong rooted cuttings.
Per 100.....\$3.50 Per 1,000.....\$30.00

NOVEMBER BRONZE POMPON— (A Sister Plant to Dorothy Turner)

A rich combination of vivid bronze and orange of remarkable keeping qualities. Ready for cutting about November 10th.
Per 100.....\$3.50 Per 1,000.....\$30.00

BERNEITA

Shell pink petals. White cushion. Extra.
Per 100.....\$3.50 Per 1,000.....\$30.00

WHITE BERNEITA (New)— Sport of "Pink Berneita"

A beautiful Anemone. Ray florets pure white, with a perfect cushion. It is two and one-half inches in diameter. Matures October 25th and being of dwarf habit is admirably adapted to pot culture, producing dwarf, symmetrical plants which require no staking. It should be disbudded. Rooted cuttings. Per 100...\$15.00

"EILEEN MASSON"

This extraordinary early-flowering "Mum" can be had for potted plant sales from June 15th to the middle of October. It grows only to a height of 12 inches and requires absolutely no pinching to keep it short. Ideal in every respect for a potted plant. The color is a beautiful dark pink. It grows a double row of petals about two inches in diameter.
Per 100.....\$4.50 Per 1,000.....\$40.00

FOUR NEW LATE POMPONS That Are Very Much Worth-While

MARIE ANDERSON

Pink petaled flower with a narrow band of white closely encircling a distinct yellow center. Very dainty and airy effective.

GENE ANDERSON

Golden yellow, semi-double blossom. Has unusual lasting qualities. Very graceful as a cut-flower.

SHIRLEY ANDERSON

A firm, white petal and a distinct yellow center. Very sturdy of stock and stem.

ALLEN ANDERSON

A deep bronze shading to yellow toward the center, an attractive contrast. Very firm of blossom and stem.

These four varieties begin to bloom about the twentieth of November and continue to bloom until the first of February, making them valuable as a Christmas cut-flower and very useful during January, when stock is scarce.

They have daintiness and lasting qualities unsurpassed by any other Chrysanthemum. The rooted cuttings of all colors are \$4.00 per hundred.

WE ARE IN CONSTANT TOUCH with the "Mum Situation," and are prepared to supply practically every worth-while kind and at prices in keeping with the times. If interested, ask for A. B. C. special mum rooted cutting price list—mailed free.



PALM—KENTIA FORSTERIANA

40 ACRES OF PALMS

KENTIA FORSTERIANA — Of Exceptional Quality and Value
Product of Bassett and Washburn, Sierra Madre, California

All our Kentias are grown from seed. They are well established and have a root system that means long life. Write for quantity discount on made-up plants.

All F. O. B. Chicago. No Extra Packing Charges.

SINGLE PLANTS

Size of Pots and Tubs	Height	Price, Per 100
2½-inch Pot—10 to 12 inches.....		\$22.50
2½-inch Pot—14 to 16 inches.....		37.50
		Price, Each
4-inch Pot—18 to 20 inches.....		\$ 1.00
5-inch Pot—22 to 24 inches.....		1.50
8-inch Tub—46 to 48 inches.....		5.50
8-inch Tub—52 to 54 inches.....		7.00

MADE-UP PLANTS

Size of Pots and Tubs	Height	Price, Each
6-inch (3 in a Pot)—24 to 28 inches.....		\$ 2.75
6-inch (3 in a Pot)—32 to 34 inches.....		3.75
6-inch (4 in a Pot)—24 to 28 inches.....		3.25
6-inch (4 in a Pot)—32 to 34 inches.....		4.50
6-inch (4 in a Pot)—38 to 40 inches.....		5.50
7-inch (4 in a Tub)—36 to 38 inches.....		7.00
7-inch (4 in a Tub)—42 to 44 inches.....		8.00
8-inch (4 in a Tub)—46 to 48 inches.....		10.00
8-inch (4 in a Tub)—50 to 52 inches.....		12.00
10-inch (4 in a Tub)—62 to 64 inches.....		20.00
10-inch (4 in a Tub)—70 to 72 inches.....		25.00
12-inch (4 in a Tub)—72 to 84 inches.....		30.00

NOTE—Delivery Beginning April-May, 1933.

ROSE PLANTS

(ALL GRAFTED STOCK)

From 2½-inch Pots. Supplied by Hill Floral Products Co., Richmond, Ind. The high reputation of the Hill firm insures you absolutely worth-while quality.

MARY HART—Patent No. 8

Originator George B. Hart, Rochester, N. Y.

A pure, bright velvety red sport of the well-known rose, Talisman. The flowers will not turn blue under any conditions and this factor gives the rose unusual keeping qualities. Even if kept for a long time and after the flowers have fully developed the petals are retained. The flowers are large, well formed, and made up of from 35 to 40 petals.

Mary Hart is as prolific as Talisman with stronger and heavier stems. It is as easy to grow as Talisman and will make a fine companion for Souvenir and Golden Talisman.

\$ 45.00	per 100 in lots of 100 to 500
42.50	per 100 in lots of 500 to 1,000
400.00	per 1,000 in lots of 1,000 to 3,000
375.00	per 1,000 in lots of 3,000 to 7,000
350.00	per 1,000 in lots of 7,000 to 50,000
300.00	per 1,000 in lots of 50,000 or more

Purchaser must sign agreement not to propagate stock of this variety for any purpose.

SOUVENIR—Patent No. 25

Considered the Best Yellow Rose, Sport of "Talisman"

\$ 45.00	per 100	\$375.00	per 1,000 in lots of 5,000
400.00	per 1,000	350.00	per 1,000 in lots of 10,000

Purchaser must sign agreement not to propagate stock of this variety for any purpose.

SENIOR—Patent No. 2

The Best Year-'Round Red Rose in Existence

GOLDEN TALISMAN—Patent No. 20
(See Below)

STERLING—Patent No. 21
(See Below)
Grafts

\$ 40.00	per 100	\$330.00	per 1,000 in lots of 5,000
350.00	per 1,000	320.00	per 1,000 in lots of 7,500
340.00	per 1,000 in lots of 2,500	300.00	per 1,000 in lots of 10,000

GOLDEN TALISMAN—Patent No. 20

Originator E. G. Hill Co., Richmond, Ind.

A golden yellow sport of Talisman, slightly deeper in color than Souvenir. The color is retained under artificial light, making the flowers extremely valuable for decorative work. The bud is longer and more pointed than Talisman, carrying from 25 to 30 petals. All told, a marvelous yellow rose.

Golden Talisman is a strong grower, as prolific as Talisman, with excellent lasting qualities. Small shipments that have gone forward to the wholesale florists in various parts of the country have been well received and the variety is rapidly making a name for itself.

STERLING—Patent No. 21

Originator E. G. Hill Co., Richmond, Ind.

Sterling is a seedling of an unnamed variety x Mme. Butterfly. The rose is striking pink in color, like Killarney Brilliant, carrying a yellow base which makes it still more attractive. The bud is long and pointed, opening into a large, well-formed flower four to six inches in diameter. The flowers are highly fragrant, adding another point of interest.

Sterling is a strong, upright grower with deep green foliage. It is a free bloomer and comes back quickly after a crop. At the establishments of two Eastern growers where it has been on trial this rose has attracted much attention. It promises to be a valuable addition to our list of pink varieties.

Purchaser must sign agreement not to propagate stock of these varieties unless 1,000 or more plants are purchased. Then stock may be propagated for the own use of the purchaser only.

STANDARD VARIETIES, GRAFTED PLANTS

Including Talisman, Joanna Hill, Sunkist, Templar, Briarcliff, Premier Supreme, Hollywood and Double White Killarney.

\$ 25.00	per 100	\$190.00	per 1,000 in lots of 5,000
200.00	per 1,000	180.00	per 1,000 in lots of 10,000

"LOUISE"—THE SCARLET GERANIUM OF THE DAY

ALL FROM 2 1/4-
INCH POTS

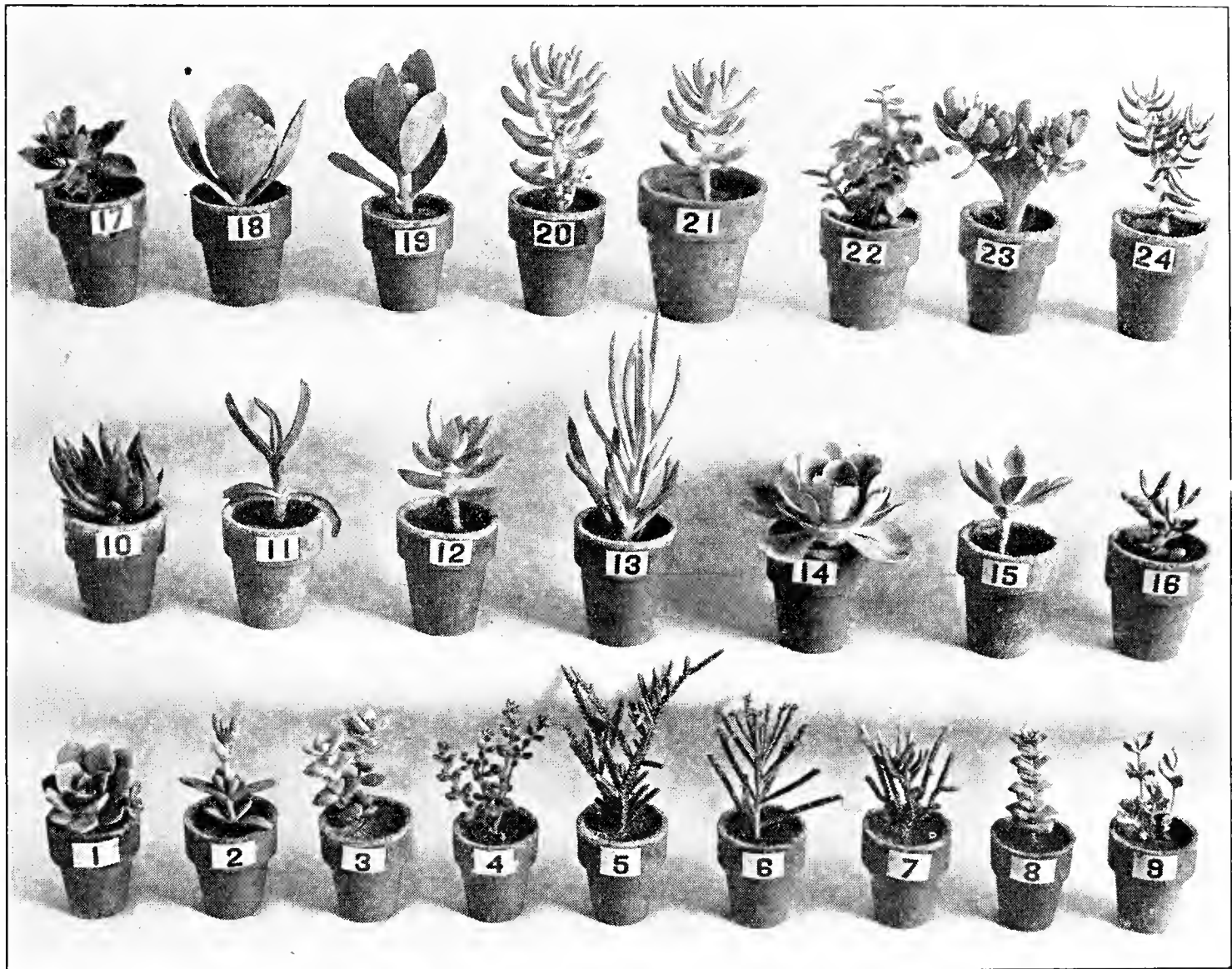
(See opposite for
corresponding
numbers)

Number

- 1—*Sempervivum Haworthii*
Per 12.....\$ 2.00
Per 100..... 15.00
- 2—*Mesembryanthemum Lehmanii*
Per 12.....\$ 2.00
Per 100..... 15.00
- 3—*Crassula Monticola*
Per 12.....\$ 2.75
Per 100..... 20.00
- 4—*Sedum Stahlia*
Per 12.....\$ 1.50
Per 100..... 10.00
- 5—*Crassula Lycopodioides*
Per 12.....\$ 1.50
Per 100..... 10.00
- 6—*Kalanchoe Tubifolia*
Per 12.....\$ 2.75
Per 100..... 20.00
- 7—*Crassula Pseudotycopodioides*
Per 12.....\$ 1.50
Per 100..... 10.00
- 8—*Crassula Perfoliata*
Per 12.....\$ 2.75
Per 100..... 20.00
- 9—*Mesembryanthemum Deltoides*
Per 12.....\$ 1.50
Per 100..... 10.00
- 10—*Anacampseros Lancelata*
Per 12.....\$ 2.75
Per 100..... 20.00
- 11—*Mesembryanthemum Aequilifera*
Per 12.....\$ 2.00
Per 100..... 15.00
- 12—*Sedum Adolphii*
Per 12.....\$ 2.75
Per 100..... 20.00
- 13—*Kleinia Ficoides*
Per 12.....\$ 2.00
Per 100..... 15.00
- 14—*Echeveria Secunda*
Per 12.....\$ 1.50
Per 100..... 10.00
- 15—*Echeveria Weinbergii*
Per 12.....\$ 2.00
Per 100..... 15.00
- 16—*Mesembryanthemum Echinatum*
Per 12.....\$ 2.00
Per 100..... 15.00
- 17—*Sempervivum Cooperii*
Per 12.....\$ 2.00
Per 100..... 15.00
- 18—*Kalanchoe Maritima*
Per 12.....\$ 2.75
Per 100..... 20.00
- 19—*Kalanchoe Flammula*
Per 12.....\$ 2.75
Per 100..... 20.00
- 20—*Sedum Treleasei*
Per 12.....\$ 1.50
Per 100..... 10.00
- 21—*Sedum Pachyphyllum*
Per 12.....\$ 2.75
Per 100..... 20.00
- 22—*Portulacaria Afra*
Per 12.....\$ 1.50
Per 100..... 10.00
- 23—*Sedum Dendroideum Crystata*
Per 12.....\$ 2.00
Per 100..... 15.00
- 24—*Crassula Tetragona*
Per 12.....\$ 1.50
Per 100..... 10.00

PLANTS FOR MINIATURE GARDENS

SUCCULENTS AND ALLIED SUBJECTS



FERNS

Generally deliverable in quantity May-June; however, we can frequently supply same throughout the year.

We have made a contract with one of the foremost Fern Specialists to supply us with a fine, clean stock.

- Nephrolepis Bostoniensis*. 2 1/4-inch pots.
Dwarf Boston. 2 1/4-inch pots.
Scottii. 2 1/4-inch pots.
Roosevelt. 2 1/4-inch pots.
Teddy, Jr. 2 1/4-inch pots.
Verona. 2 1/4-inch pots.
Whitmani. 2 1/4-inch pots.

F. O. B. Eastern Shipment.

Price of the above:

Per 100...\$7.00 Per 1,000...\$60.00

FERNS IN FLATS

For spring and summer delivery.

These flats contain about 200 plants each, only one variety being in a flat, and we cannot supply less than a full flat of any one sort.

- | | |
|--|----------------------------------|
| <i>Adiantum Cuneatum</i> | <i>Pteris Mayii</i> |
| <i>Adiantum Hybridum</i> | <i>Pteris Ouvardi</i> |
| <i>Aspidium Tsussimense</i> | <i>Pteris Rivertoniana</i> |
| <i>Cyrtomium Rochfordianum Compactum</i> | <i>Pteris Serrulata</i> |
| <i>Pteris Adiantoides</i> | <i>Pteris Serrulata Cristata</i> |
| <i>Pteris Alexandrae</i> | <i>Pteris Tremula</i> |
| <i>Pteris Argyraea</i> | <i>Pteris Victoriae</i> |
| <i>Pteris Cretica Albo Lineata</i> | <i>Pteris Wilsoni</i> |
| <i>Pteris Magnifica</i> | <i>Pteris Wimsetti</i> |
| | <i>Pteris Wimsetti Multiceps</i> |

Any of the above varieties. \$3.50 per flat
10 flats or more..... 3.25 per flat

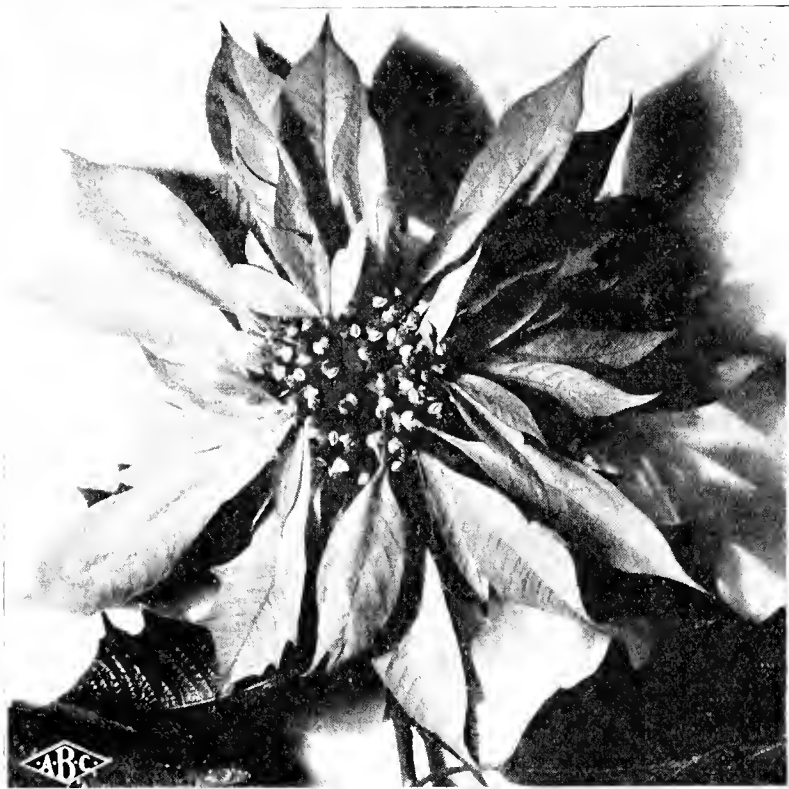
We cannot supply less than a full flat of a variety.

FICUS ELASTICA—Rubber Plants

(Moss Rooted Cuttings)

Our source of supply for *Ficus Elastica*, Moss Rooted Cuttings, is second to none. They are produced by a grower who specialized in this line in Europe for a long period and who has operated in Louisiana for several years. This grower is thoroughly conversant with the needs of the American trade and understands the packing of this item so that stock will reach customer in first-class condition. We can supply above in large volume. Prices on application.

A. B. C. "SUPREME" FLOWER SEEDS ARE PLANTED BY "THE PARTICULAR GROWER"



POINSETTIA—"Oak Leaf"

POINSETTIAS

STOCK PLANTS

"THE BETTER VARIETIES"—SPRING 1933 DELIVERY

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

VARIETIES AND PRICES (Stock Plants)

Oak Leaf, St. Louis, Henrietta Ecke. Blotched and white, \$10.00, \$15.00, \$25.00, \$35.00 and \$45.00 per 100, according to size.

(NOTE: The variety "Henrietta Ecke" will produce double flowers if propagated early.)

Mrs. Paul Ecke—"The Velvet Oak Leaf," and accepted as the best red Poinsettia, \$15.00, \$25.00, \$35.00 and \$50.00 per 100, according to size.

True Red. Pink and Early, varieties, \$10.00, \$15.00, \$18.00, \$25.00 and \$30.00 per 100, according to size.

SPECIAL NOTE: A SAVING FOR YOU

On all orders for Poinsettia stock plants placed before February 20th, freight will be prepaid to Chicago, Pittsburgh or New York, after which time prices quoted above are F. O. B. shipment, California.

NEW GERANIUM "LOUISE"

BRILLIANT SCARLET

The new Geranium which has been acclaimed by the trade as being the most desirable, from every standpoint, that has been introduced within the past decade. Resembling Ricard, "Louise" is of a more vivid scarlet color, has larger flowers and comes more double than the former. An early bloomer, it grows strong, with rich, dark green foliage that attains a lustrous sheen. "Louise" can be easily finished in 5-inch pots for Mothers' Day. Likewise, it is exceptional for Memorial Day business and, because of its free-blooming characteristics, has few equals for bedding work, possessing new blood and not found wanting in any quality needed to produce vigorous first-selection plants. This exceptional new variety will undoubtedly enjoy a future equal to that which followed the offering of that grand old standby, S. A. Nutt. During these days of keen competition we fully believe you cannot afford to be without "Louise" in order to pep up your Geranium sales, especially so since this new worthy kind is now offered at prices fully in keeping with the times.

PRICES OF "LOUISE"

	Per 100	Per 1000
Strong Rooted Cuttings.....	\$5.00	\$45.00
2 1/4-inch Pots	7.50	65.00
250 Plants at 1,000 Rate		

HYDRANGEAS—The Better French and Dutch Varieties

For Easter, Mother's Day and Memorial Day forcing. Fall delivery. Pot-grown and especially prepared for early forcing.

We now supply this important plant item to many of the largest growers in the U. S. A.—in some instances in carload lots. Our grower invariably finishes them A-1 and we can furnish the various sizes in the most saleable varieties.

4-inch, 5-inch, 6-inch, 7-inch.....WRITE FOR PRICES



NEW GERANIUM "LOUISE"—In 5-inch Pot for Mother's Day

EARLY ORDERS FOR POINSETTIA STOCK PLANTS WILL MAKE A SAVING FOR YOU IN FORWARDING CHARGES

PALMS

Of Exceptional Quality
and Value

KENTIA FORSTERIANA

We bring through to Chicago during the spring and fall seasons, Kentia Forsteriana Palms in carload lots from Bassett and Washburn's forty-acre California Palm Nurseries, and are prepared to furnish same in small units f. o. b. Chicago. (See page 58 for sizes and prices.)

Double Petunia "Rosy Morn." This beautiful small flowered double pink Petunia has come into the greatest favor and up to the present time we have not been able to supply the unusual demand for same. One of our specialist growers has, however, propagated several thousand plants and we expect to be in position to furnish them in quantity for some period of time.

2-inch\$5.00 per 100

SPECIAL NOTE:

If you are a producer of small plant stock and prepared to ship out "high grade quality" we shall be glad to receive your listing with prices. Our outlet for such is extensive and we will aim to trade to our mutual advantage.—A. B. C.

PHILODENDRON CORDATUM

(Illustrated below)

This climbing genus has been grown in botanical gardens for the past twenty years and of recent years has been taken up by the florists' trade in a large way, since this plant adapts itself unusually well to the unnatural conditions of the average home better than most any other plant.

A very large demand has ensued from the public. It is particularly suitable for sun parlor decoration, but does equally well in any part of the house, even in comparatively dark situations. Can be grown successfully in pots or hanging baskets, but seems particularly "happy" in wall pockets (see illustration on this page). Florists have found an unusually large demand for this valuable trailing vine and it can be merchandised with the assurance of giving utmost satisfaction with a minimum of care, when grown in pots and placed on brackets or shelves in the show windows. It furnishes a beautiful "green atmosphere" and attracts no little attention. Try out this valuable plant in a merchandising way; we are sure you will follow with a repeat order in a short time.

2 1/2-inch\$10.00 per 100
Larger sizes quoted on application.

F. O. B. Shipment Mo. 25 plants at 100 rate.

Note: We do not supply a smaller number of plants than 25.

PRIMULA OBCONICA

"M and M" Large Flowering Strain. The flowers are unusually large and well formed, foliage of heavy dark green texture—plants grow compact and bushy and altogether provide stock that usually "Sells on Sight." 2 1/2-inch strong plants supplied in season.

100\$6.50 1,000\$60.00
250 plants at 1,000 rate.



BABY ROSES—Two Plants to the Pot. Ideal for Easter and Mother's Day Sales.

FLORISTS' FORCING POT ROSES

Roses forced in pots for Easter and other spring holidays have increased greatly in number in the past few years. No plants are more attractive. Through contract arrangements with specialist growers we are in position to supply strong two-year-old budded stocks of the highest quality and in the most up-to-date varieties at market price.

CLIMBING OR TRAILING VARIETIES

Eugene Jacquet, Roserie, Tausendschon, Marie Gouchalt, and all worth-while varieties.

"BABY" VARIETIES

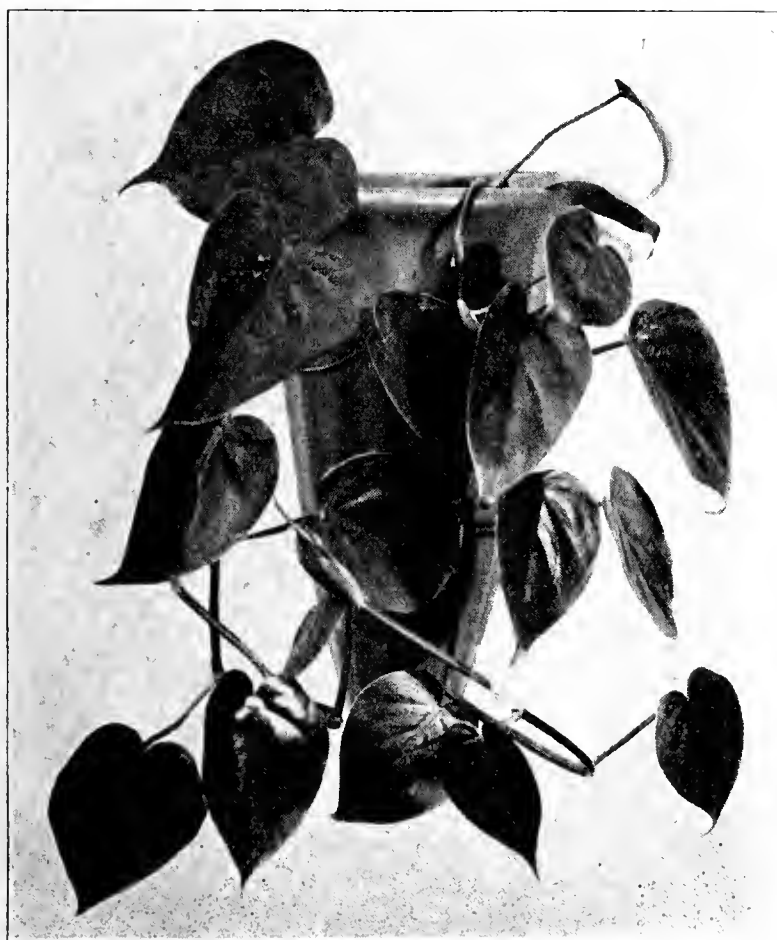
Ideal, Mme. Levavasseur, Erna Teschendorf, Magnifique, Triomphe d'Orleans, etc., etc.

MISCELLANEOUS ROSES FOR POT PLANTS

Hybrid Perpetual. (Leading varieties such as Magna Charta, Paul Neyron, etc.)

Hybrid Tea. (Leading varieties.) Two-year-old budded stock.

All orders for Roses booked at market price.



PHILODENDRON CORDATUM

A Particularly "Hardy" Trailing Vine for Home, Conservatory or Store

PRIMULA MALACOIDES—"ERIKSSONI." A MOST ACCEPTABLE POT PLANT.

NEW PRIMULA MALACOIDES "ERIKSSONII"

We consider this the "de luxe" plant novelty of the year and do not believe any grower of pot plants can afford to be without a good supply of the same. Plants from 2 1/4-inch pots, mixed varieties.

100\$ 7.00
1,000 65.00

No order accepted for less than 50 plants.

Delivery about September, 1933.

Florists' Requisites

CANE STAKES—Japanese

We import these in carload lots and usually are in position to supply same the year round. Hot water treated before being dyed, and which prevents fungus and premature decay.

Green Dyed. 1½-foot, 2,000 to a bale.
Bale...\$3.50 100...40c 1,000...\$2.25

Green Dyed. 2-foot, 2,000 to a bale.
Bale...\$4.50 100...60c 1,000...\$2.75

Green Dyed. 2½-foot, 2,000 to a bale.
Bale...\$5.50 100...70c 1,000...\$3.25

Green Dyed. 3-foot, 2,000 to a bale.
Bale...\$6.50 100...85c 1,000...\$3.65

Green Dyed. 3½-foot, 2,000 to a bale.
Bale...\$8.50 100...\$1.00 1,000...\$4.75

Green Dyed. 4-foot, 2,000 to a bale.
Bale...\$10.00 100...\$1.10 1,000...\$5.65

Natural. 5-foot, 2,000 to a bale.
Bale...\$13.00 100...\$1.20 1,000...\$7.00

Natural. 6-foot, 2,000 to a bale.
Bale...\$16.00 100...\$1.30 1,000...\$8.50

CHIFFON AND RIBBONS

Chiffon. Bolts 40 to 45 yards. French, 6-inch, all colors. Yard.....5½c

Chiffon, Valley. 6-inch, all colors. French. Yard.....6c

Chiffon, Elephant Gauze. Metalline, moisture-proof, 6-inch, 40-yd. bolts. Yard.....4c

Chiffon, Metalline Gauze. Like Elephant Gauze but striped. 40-yd. bolts. White, yellow, pink, lavender, Nile, orchid. Yard.....4c

Ribbonzene Crinkle Baby Ribbon No. 1. All colors. 500-yd. spool.....\$1.50

Pot Ties, Novelty Tinsel. Striped, all colors. 50-yd. bolts.....50c

Shower Ribbon No. 2. White, picot edge. 50-yd. bolts. Per dozen.....\$1.25

Chip Mats. Plain colors and plaid checks. 100.....\$3.50

Clips, Bulldog. Box of 1,000...60c Carton of 10,000...\$5.00

Clips. Rose Everlasting. 10 Boxes...\$36.50

Crepe Paper. Papyrus Waterproof. Original reliable brand. All colors.
Roll...35c Doz...\$3.60 100...\$26.00

Corsage Shields. All colors.
Doz...\$1.75 Gross...\$18.00

CYCAS LEAVES

	Per 10	Per 100
8 to 12.....	\$0.35	\$2.50
12 to 16.....	.40	2.75
16 to 20.....	.50	3.50
20 to 24.....	.60	3.75
24 to 28.....	.65	4.25
28 to 32.....	.75	5.25
32 to 36.....	.85	6.00
36 to 40.....	1.00	7.50
40 to 44.....	1.10	8.25
44 to 48.....	1.25	9.00

EASELS, WOOD

	Per Doz.
30-inch	\$3.50
36-inch	4.00
42-inch	4.50
48-inch	5.00
54-inch	5.75
60-inch	6.25

FERTILIZERS

(See following page.)

GALVANIZED STEEL WIRE STAKES

Gauge No. 9 Per 1,000	Gauge No. 8 Per 1,000
1½ ft.....\$4.50	3½ ft.....\$12.00
2 ft.....6.25	4 ft.....13.75
2½ ft.....7.35	5 ft.....16.50
3 ft.....8.60	6 ft.....19.50

GREENING PINS

New Philly.	
Box of 10 Lbs.....\$1.75	10 Boxes....\$17.00

HOSE, ELECTRIC

	50 ft.	100 ft.
¾-inch, per foot.....	\$0.18	\$0.17
Coupling extra. Each.....	15c	

HOSE COUPLER—"Rain King"

Prices for ¾-inch Hose.

	Each
Complete Coupler....Doz....\$6.00	\$0.60
Female half only35
Male half only25

HYACINTH STAKES—See Match Sticks INSECTICIDES

(See last page.)

LABELS

4-inch, packed 1,000 to carton.	
Plain, 1,000...\$1.50	Painted, 1,000...\$1.85
5-inch, packed 1,000 to carton.	
Plain, 1,000...\$1.80	Painted, 1,000...\$2.20
6-inch, packed 1,000 to carton.	
Plain, 1,000...\$2.00	Painted, 1,000...\$2.50
8-inch, packed 250 to carton.	
Plain, 1,000...\$4.00	Painted, 1,000...\$4.50
10-inch, packed 250 to carton.	
Plain, 1,000...\$5.00	Painted, 1,000...\$5.50
12-inch, packed 250 to carton.	
Plain, 1,000...\$6.00	Painted, 1,000...\$7.00
Tree Labels. 3½-inch copper wire.	
Plain, 1,000...\$1.90	Painted, 1,000...\$2.35

LYCOPodium

Dyed. 10-lb. cartons. Carton.....\$2.00

MAGNOLIA LEAVES (Dr. Dux)

We supply this well known brand in brown, purple and green.

Carton	\$ 1.50
5 carton lots, per carton.....	1.45
Red, per carton.....	1.75
Bulk, green or purple, per 100-lb. case..	18.00

MATCH STICKS (Hyacinth Sticks)—Wood

	Per 1,000
Dyed Green. 12-inch	\$1.60
Dyed Green. 18-inch	2.00

MATCH STICKS (Hyacinth Sticks)—Imported, made of Split Bamboo Cane Stakes, dyed green.

(Far superior to wooden sticks.)

	Per 1,000
12-inch	\$1.25
15-inch	1.50
18-inch	1.75
24-inch	2.00

MOSS SHEET

For covering window bases, lining hanging baskets, etc.

Sack...\$2.00 5 sacks...\$9.25 10 sacks...\$16.50

PAPER

Tissue, pure white, glazed, 24x36 in.
400 sheets...\$1.25 4,000 sheets...\$11.00
Green Wax, 24x36 in.
400 sheets

Green Wax Paper. 3-inch rolls; a timesaver and no waste; 12 lbs. to a box.
Box of 12 rolls.....\$1.75

PITTSBURG ROSE NOZZLE

The ideal Spray for reaching underside of Roses and other plants. Each.....\$1.75

SPHAGNUM MOSS

We are headquarters for this important florists' item.

	PRICES	F.O.B. Chgo.	F.O.B. Wis.
1 bale, per bale.....	\$1.00	
5 bales, per bale.....	.90	
10 bales, per bale.....	.85	\$0.70	
25 bales, per bale.....	.80	.65	
50 bales, per bale.....	.75	.60	

(All prices subject to change without notice.)
We will be glad to quote larger quantities on application.

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed green; one-, two-, three-, five-, ten-, fifteen- and twenty-five-pound bags. Price 25c per pound in any quantity. Many of our customers find this a ready seller as well as to use for their own application.

—A. B. C.

FLORISTS' REQUISITES

GENUINE GERMAN IMPORTED PEAT MULL

Many consider this a superior article for greenhouse use.

	F. O. B. New York	F. O. B. Chicago
Single bales	\$2.75	\$3.75
5-bale lots, per bale.....	2.50	3.50
10-bale lots, per bale.....	2.40	3.00

FLOWER POTS—Standard Red

F. O. B. Chicago.

2 inch, 1,500 pots in crate. Per 1,000...	\$ 7.25
2½ inch, 1,200 pots in crate. Per 100...	1.60
Per 1,000...	9.50
3 inch, 800 pots in crate. Per 100...	1.75
Per 1,000...	12.25
4 inch, 360 pots in crate. Per 100...	2.35
5 inch, 240 pots in crate. Per 100...	4.00
6 inch, 117 pots in crate. Per 100...	5.95
7 inch, 99 pots in crate. Per 100...	9.35
8 inch, 50 pots in crate. Per 100...	12.75
9 inch, 28 pots in crate. Per 100...	20.00
10 inch, 24 pots in crate. Per 100...	26.00
12 inch, 6 pots in crate. Per 100...	52.50

COLORED CLAY FLOWER POTS

Green, red, orchid, orange and blue, with black rim edge. Very attractive and serviceable. Standard size.

4 inch, 336 pots in crate. Per 100...	\$ 4.25
Per 1,000...	33.00
4½ inch, 300 pots in crate. Per 100...	5.00
Per 1,000...	44.55
5 inch, 200 pots in crate. Per 100...	6.75
Per 1,000...	59.40
5½ inch, 150 pots in crate. Per 100...	8.25
Per 1,000...	71.00
6 inch, 117 pots in crate. Per 100...	10.00
Per 1,000...	90.00
7 inch, 81 pots in crate. Per 100...	16.50
Per 1,000...	150.00
8 inch, 50 pots in crate. Per 100...	23.00
Per 1,000...	215.00
9 inch, 28 pots in crate. Per 100...	33.00
10 inch, 24 pots in crate. Per 100...	44.00
11 inch, 6 pots in crate. Per 100...	65.00
12 inch, 6 pots in crate. Per 100...	85.00

Azalea and bulb pans also supplied, and at prices as above.

POTS—Neponset

(Water-proof paper flower pots.) Light in weight and unbreakable. The ideal pot for transplants and shipping.

Size	Original Crate Contains	Price per 1,000
2 -inch	1,000	\$4.10
2¼-inch	1,000	4.25
2½-inch	1,000	4.75
3 -inch	1,000	6.00
3½-inch	1,000	7.85
4 -inch	500	9.65
5 -inch	500	13.60
6 -inch	500	17.50

POTS—Neponset Black

Size	Original Crate Contains	Price per 1,000
2½-inch	1,000	\$5.65
3 -inch	1,000	7.15
4 -inch	500	11.25

RAFFIA—Natural

Best grade.

Lb.....	35c	10 Lbs....	30c per Lb.
50 Lbs....	25c per Lb.	100 Lbs....	21c per Lb.
Per bale of 220 Lbs.....			20c per Lb.

(Subject to change)

THREAD—Green

Box of 8 Spools..	\$1.05	6 Boxes at..	\$1.00 each
12 Boxes at.....			.95 each

TINFOIL

Plain 5-inch, 6-inch and 7-inch.

Lb..	20c	10 Lbs..	\$1.85	100 Lbs..	\$15.00
------	-----	----------	--------	-----------	---------

Green.

Lb.....	40c	10 Lbs.....	35c per Lb.
---------	-----	-------------	-------------

TOOTHPICKS

(Wired.)

Plain box, 10,000.....	\$ 2.35
Plain box, 50,000.....	10.50
Green box, 4,500, 4-inch.....	3.00
Green box, 3,000, 6-inch.....	2.50
Green box, 8,000, 3-inch.....	3.40

PLANT TUBS—Green

Made of white pine, the ideal wood for the purpose, and painted inside and out with linseed oil paint, two coats. Murdock plant tubs will withstand out-door exposure for an indefinite period of time.

Finished in dark green, these tubs harmonize with their natural surroundings and do not detract from plants or shrubbery which they contain.

Hoops are made from heavy wire, electrically welded, and three are used on all but Nos. 1 and 2. Tubs are snugly put together with expert workmanship. Packed to prevent marring in shipping.

Inside Dimensions

No.	Top Diam.	Bottom Diam.	*Depth	Wt. per doz.	Per Doz.
1	6-in.	5 -in.	6-in.	16 lbs.	\$5.25
2	7-in.	5 -in.	7-in.	20 lbs.	5.40
3	8-in.	6 -in.	8-in.	29 lbs.	5.95
4	9-in.	7 -in.	9-in.	36 lbs.	6.50
5	10-in.	7½-in.	9-in.	38 lbs.	7.60
6	11-in.	8½-in.	10-in.	44 lbs.	9.40
7	12-in.	9 -in.	11-in.	50 lbs.	11.35
8	13-in.	10 -in.	12-in.	60 lbs.	14.40
9	14-in.	11 -in.	13-in.	72 lbs.	16.75
10	15-in.	11½-in.	14-in.	90 lbs.	18.00
11	16-in.	12½-in.	15-in.	120 lbs.	20.25
12	17-in.	13½-in.	16-in.	156 lbs.	24.00
13	18-in.	14½-in.	17-in.	162 lbs.	28.75
14	19-in.	15½-in.	18-in.	170 lbs.	34.60
Fern	7¾-in.	6½-in.	5½-in.	16 lbs.	3.60
Special 9	-in.	6½-in.	6½-in.	20 lbs.	4.80

*For height over all add one inch to inside depth.

Packed 6 in a stack.

All prices F. O. B. Eastern Shipment.

Special quotations made for quantity purchase, please write us about your requirements.

TWINE—Cotton

5-lb. sacks, 3- to 4-ply.

Lb.	50c
----------	-----

WIRE

12 lbs. to box, cut 12-inch and 18-inch.

No. 18	\$1.00
No. 20	1.20
No. 22	1.30

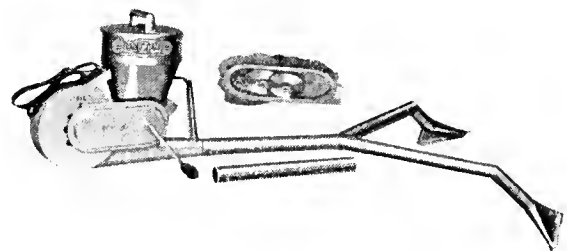
COMPRESSED AIR SPRAYER

This popular compressed air sprayer is made of heavy galvanized steel or brass. Completely equipped with 22 inches of high pressure, moulded, oil resisting hose, 24-inch brass extension rod and nozzle with discs for heavy or fine sprays, also for solid stream. Tank is tested to 50% higher than working pressure and all working parts are of heavy brass tubing. Heavy threaded screw type pump cap.

Shipping weight, 11 lbs.

Galvanized tank...\$4.50

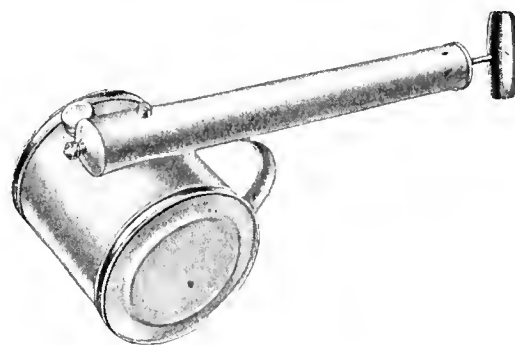
Brass tank...\$7.50



No. 1 POWER DUSTER

For dusting plants, shrubs and trees, capacity 2 to 5 lbs. Made of heavy lead coated steel with regulator for control of large or small quantity of powder, fittings are adjustable for use with single or double nozzle—powerful air blast breaks up powder into uniform dust and prevents clogging. All gears run in oil and are dust-proof. Shipping weight, 14½ lbs.

Price complete\$8.50



No. 2 CONTINUOUS SPRAYER

3-quart continuous sprayer, especially suited for the spraying of nicotine, evergreen and oil sprays. New nozzle design gives a smooth, non-spitting, even spray. Made with leaded steel or brass tank. Prices:

Lead coated tank.....	\$1.75
Brass tank	2.50

FERTILIZERS, INSECTICIDES, ETC.**FLORISTS' HIGH GRADE FERTILIZERS**

Chicago is the "Fountain Head" for supply. Sold under the basis of guaranteed analysis. All prices quoted f. o. b. Chicago, except where quoted f. o. b. New York.

Wizard Pulverized Sheep Manure, f. o. b. Chicago. 100 Lbs.\$2.50 500 Lbs.\$9.00
1,000 Lbs.\$16.00 Ton.\$31.00

Wizard Pulverized Sheep Manure, f. o. b. New York. 100 Lbs.\$3.00 500 Lbs.\$14.00
1,000 Lbs.\$25.00 Ton.\$48.00

Wizard Cattle Manure, f. o. b. Chicago. 100 Lbs.\$2.50 500 Lbs.\$9.00
1,000 Lbs.\$16.00 Ton.\$31.00

Wizard Cattle Manure, Shredded, f. o. b. New York. 100 Lbs.\$3.00 500 Lbs.\$14.00
1,000 Lbs.\$25.00 Ton.\$48.00

Rose Growers' Bone Meal. 100 Lbs.\$3.00 500 Lbs.\$11.00
1,000 Lbs.\$21.00 Ton.\$42.00

Regular Grade Bone Meal. 100 Lbs.\$2.80 500 Lbs.\$10.50
1,000 Lbs.\$20.00 Ton.\$39.00

Blood and Bone. 100 Lbs.\$2.25 500 Lbs.\$9.00
1,000 Lbs.\$16.00 Ton.\$30.00

Bone Flour. 100 Lbs.\$4.00 500 Lbs.\$18.00

Florists' Special Mixture. Highly concentrated. Rich in nitrogen, phosphorus and potash. Analysis: 5-15-5. 100 Lbs.\$3.00 500 Lbs.\$13.00

Dried Blood. 100 Lbs.\$3.00 500 Lbs.\$13.50
1,000 Lbs.\$26.00 Ton.\$51.00

Horn Shavings. Sack.\$3.50 10 Sacks.\$3.25 per sack

Nitrate of Soda. 100 Lbs.\$3.25 500 Lbs.\$14.00
1,000 Lbs.\$26.00 Ton.\$50.00

Super Phosphate, 20%. 100 Lbs.\$2.45 500 Lbs.\$10.00
1,000 Lbs.\$18.50 Ton.\$35.00

Hardwood Ashes. 100 Lbs.\$2.00 500 Lbs.\$8.00
1,000 Lbs.\$14.00 Ton.\$25.00

Muriate of Potash. 100 Lbs.\$3.65 500 Lbs.\$16.50

Sulphate of Potash. 100 Lbs.\$4.25 500 Lbs.\$20.00

Florists' High Grade Fertilizers—Continued

Raw Bone Meal. 100 Lbs.\$3.25 500 Lbs.\$13.00
1,000 Lbs.\$24.00 Ton.\$46.50

Floranid Urea. A highly concentrated inorganic fertilizer containing 46 per cent available nitrogen. 100 Lbs.\$8.50

FLORISTS' INSECTICIDES

Ansul Formaldehyde Dust. For damping off control of seedlings. Per Lb.

1-lb. cans\$0.50
5-lb. cans30
25-lb. drums15
50-lb. drums12
100-lb. drums10

Cyanogas. Greenhouse fumigant. Eradicates aphids, whitefly, thrips, soft scale, mealy bug, etc. 100-Lb. Drum.\$30.00
25-Lb. Tins.\$10.00 5-Lb. Tins.\$3.00

Flowers of Sulphur. 10 Lbs.\$1.00
50 Lbs.\$3.50 100 Lbs.\$6.00

Nico-Fume Liquid. 1-Lb. Can.\$2.25 4 Lb. Can.\$5.75
8-Lb. Can.\$10.00 40-Lb. Drum.\$40.00

Nico-Fume Paper. 144 Sheets.\$4.50 288 Sheets.\$8.00

Nico-Fume Powder. 5 Lbs.\$3.35 10 Lbs.\$5.85

Black Leaf 40. A concentrated nicotine solution for aphids, thrip, and red spider. Dilute 1 ounce to from 3 to 6 gallons of water. 1-Lb.\$2.10 2 Lbs.\$3.10
5 Lbs.\$4.70 10 Lbs.\$10.15

Red Arrow Insect Spray. Quart.\$6.00 Gallon.\$18.00

Red Arrow Pyrethrum Soap. Quart.\$1.00 Gallon.\$3.00

DAO

To destroy thrips and other greenhouse pests. Does away with fumigation, spraying and syringing. Easily applied. 50 Lbs.12c Lb.
100 Lbs.11c Lb. Over 100 Lbs.10c Lb.

DERRISOL

An odorless, non-poisonous liquid which will control sucking insects like aphids, thrips, leaf hoppers and red spiders, also leaf-eating larvae. 2-Lb. Can.\$3.25 10-Lb. Can.\$12.00

EVERGREEN INSECTICIDE

No. 20. Double the strength of regular Evergreen. Gallon.\$9.90 5 Gallon Can.\$42.50

Flowers of Sulphur. 10 Lbs.\$1.00
50 Lbs.\$3.50 100 Lbs.\$6.00

EVERGREEN INSECTICIDE

Non-poisonous insecticide. Kills plant insects. Harmless to man. Endorsed by experiment stations, market growers and florists.

1-oz. Bottles, doz. lots. Per dozen.\$ 2.70
6-oz. Bottles, doz. lots. Per dozen. 8.00
16-oz. Bottles, doz. lots. Per dozen. 16.00
32-oz. Bottles, Each. 3.50

ROTECIDE SPRAY

Rotecide. The doubly effective (contact and stomach poison) Rotenone insect spray kills red spiders, cyclamen mites, mealy bugs, cabbage worms, beetles, thrips, aphids (plant lice) and various other insects unusually difficult to control. Rotecide is non-poisonous to birds, animals or humans. Positively will not burn or discolor the most tender foliage. This is a complete spray, simply add water. Quart.\$3.00
1 Gallon.\$8.00 5 Gallons.\$35.00

ROTECIDE INSECT DUST

A Rotenone product recently acclaimed by the leading entomologists to be the most effective control of gladiolus thrips. Also very effective against white fly, leaf hopper, cucumber beetle, bean beetle, cattle flies, fleas, lice, domestic vermin and various other insects. Rotecide Dust is non-poisonous to bird, animal or human, though deadly to insects. 5 Lbs.48c Lb. 10 Lbs.45c Lb.

SELOCIDE

Kills red spider. Quart.\$1.00
Gallon.\$2.75 5 Gallons.\$12.00

SEMESAN

The Premier Seed Disinfectant.
Controls Disease — Produces Sturdier Plants —
Improves Quality — Hastens Germination —
Increases Crop Yield — Prevents Damping Off.
2 Oz.50c 1 Lb.\$2.75
(Booklet in connection with use of Semesan mailed free.)

Note: Semesan cannot be forwarded via mail.

"VOLCK"

For elimination of red spider, mites, white fly, scales, mealy bug, caterpillars, aphids, thrips, etc. One of the most effective insecticides on the market. Descriptive circular free.

Quart.\$1.00
Gallon.\$3.00 5 Gallons.\$12.00

Index of Contents of this Catalogue

Asparagus	16
Bleeding Heart	38
Begonia Bulbs	43
Begonia Seed	18
Book, Fritz Bahr's	42
Bulbs, Miscellaneous	43
Caladiums (Inside Front Cover)	43
Calceolarias	55
Cannas	43
Carnations	55
Chrysanthemums	56-57
Cyclamen	22

Dahlias	44
Ferns	59
Fertilizers	64
Ficus (Rubber Plants)	59
Flower Seeds (Alphabetically)	2 to 35
Florists' Supplies	62, 63, 64
Gladiolus	45 to 49
Gloxinias	43
Hydrangeas	60
Hardy Perennial Plants	37 to 42
Hardy Perennial Seeds (Alphabetically)
Insecticides	64

Lawn Grass Seed	64
Lilies	51-52
Lily-of-the-Valley	50
Miscellaneous Plants	54
Poinsettias	60
Roses	58-61
Semesan	64
Terms of Business	1
Trifoma Pfitzeri	42
Tuberose	43
Vegetable Seeds	36
Zinnias	35

For **A. B. C.** SEEDS, BULBS, PLANTS, Etc.

Date _____ 1933

AMERICAN BULB COMPANY, 31 West 27th Street, New York City.

Ship To (Please prefix)
NAME (Mr., Mrs. or Miss) _____ c/o _____

Street _____ P. O. Box _____

Post Office _____ R. F. D. No. _____

Freight or
Express Address _____

County _____ State _____

Please DO NOT Write
in Space Above.

SEND BY	MARK X Over the word designating method by which shipment is desired	FREIGHT	EXPRESS	BOAT	PARCEL POST	LOCAL EXPRESS
---------	--	---------	---------	------	----------------	------------------

ORDER FILLED BY	Veg. Seeds	Flo. Seeds	Bulbs	Plants	Sundries	Insect.	Grass Seed	Fertil.
DATE FILLED								
DOUBLE CHECKED BY								

IF OUT OF VARIETY ORDERED KINDLY STATE IF WE HAVE YOUR PERMISSION TO SUBSTITUTE EQUAL OR BETTER IN NEAREST WE CAN SUPPLY? Answer

Shipped Via and Date _____

[illegible]

KINDLY DO NOT ASK QUESTIONS ON THIS ORDER SHEET, BUT WRITE THEM, AND ALL COMMUNICATIONS REQUIRING AN ANSWER, ON A SEPARATE SHEET AND ENCLOSE WITH ORDER, TO INSURE A PROMPT REPLY.

DISCLAIMER: The American Bulb Co. gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

[SEE OTHER SIDE]

[illegible]

[SEE OTHER SIDE]

FROM

AMERICAN BULB COMPANY

31 WEST 27TH STREET

NEW YORK, N. Y.





- (A) LILIUM LONGIFLORUM
- (B) LILIUM SPEC. ALBUM
- (C) LILIUM SPEC. MAGNIFICUM
- (D) LILIUM AURATUM
- (E) LILIUM GIGANTEUM

AMERICAN BULB CO., CHICAGO and NEW YORK

A CENTURY OF PROGRESS



AMERICAN BULB COMPANY

CHICAGO—NEW YORK

Importers and Growers

WHOLESALE PRICE LIST FOR FLORISTS
SEEDSMEN AND NURSEYMEN

American and European Novelties



SPRING EDITION 1933